

FANATICS



SEGMENT 01 FANATICS

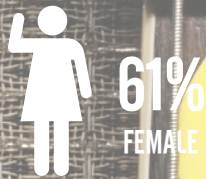
SEGMENTNAME

AGE 15 – 20

GENDER



39%
MALE



61%
FEMALE

POPULATION



256,800

TYPICAL EMPLOYMENT STATUS

Full time student

TYPICAL HOUSEHOLD STATUS

Live with parent(s)

MUSIC SUMMARY

Coming to the end of their justified hormonal mood swings, this segment are the teen rebels coming into the University age. They might have a few spare pennies in their pockets and they'll spend it on an indie rockin' local gig or full-blown festival. They're honing their musical craft and may perhaps be in a few different bands and closing down open mic night. They're into all of the prefixes of rock, including indie, hard, alternative, acoustic and punk. After a long day at their university, they can pick their feet up to some mosh pit masterpieces. In-your-face and edgy music will catch their ear, but it has to be innovative and from an artist with a high profile to stick.

AUDIENCE SUMMARY

These fluorescent adolescents eat, sleep and drink music. They might still be living with their moms but they classify themselves as "mysterious" and connect with others who enjoy non-conformity and artistic risk taking. They are rock-millennials, heavily into the pursuit of an exciting life through music, social networking and digital exploration. Image is important to them as is walking the talk so they dress the part and read up on art and culture. After school they head down to a favourite alternative coffee shop or a friend's backyard to hear a local band's new song and chat about their own ongoing creative developments. Often musicians themselves, they'll have their own gigs lined up at open mic night or on a social media platform.

THE SOUNDTRACK

GENRES

INDIE ROCK
HARD ROCK
ALTERNATIVE ROCK
ACOUSTIC
PUNK
INDIE POP

MOODS

IN-YOUR-FACE
EDGY
EXPERIMENTAL
HARD
ANGRY
NOISY

HOBBIES



LISTENING TO
PODCASTS



PLAYING MUSIC-
BASED VIDEO GAMES



GOING TO CONCERTS
& FESTIVALS



PLAYING GUITAR



STREAMING TV
SERIES / BOXSETS



SHARING VIDEOS
ONLINE

PERSONALITY

MYSTERIOUS | TREND SETTING | RISK TAKING | ARTISTIC | NON
CONFORMIST | ADVENTUROUS | LAZY | OUTRAGEOUS

PRIORITIES

STAYING AHEAD OF FASHION | REBELLING AGAINST AUTHORITY | LEADING AN
EXCITING LIFE | OWNING THE LATEST GADGETS | KNOWING ABOUT ART &
CULTURE | HAVING GOOD / HIGH QUALITY AUDIO EQUIPMENT

TOP PASSIONS



MUSIC



INTERNET



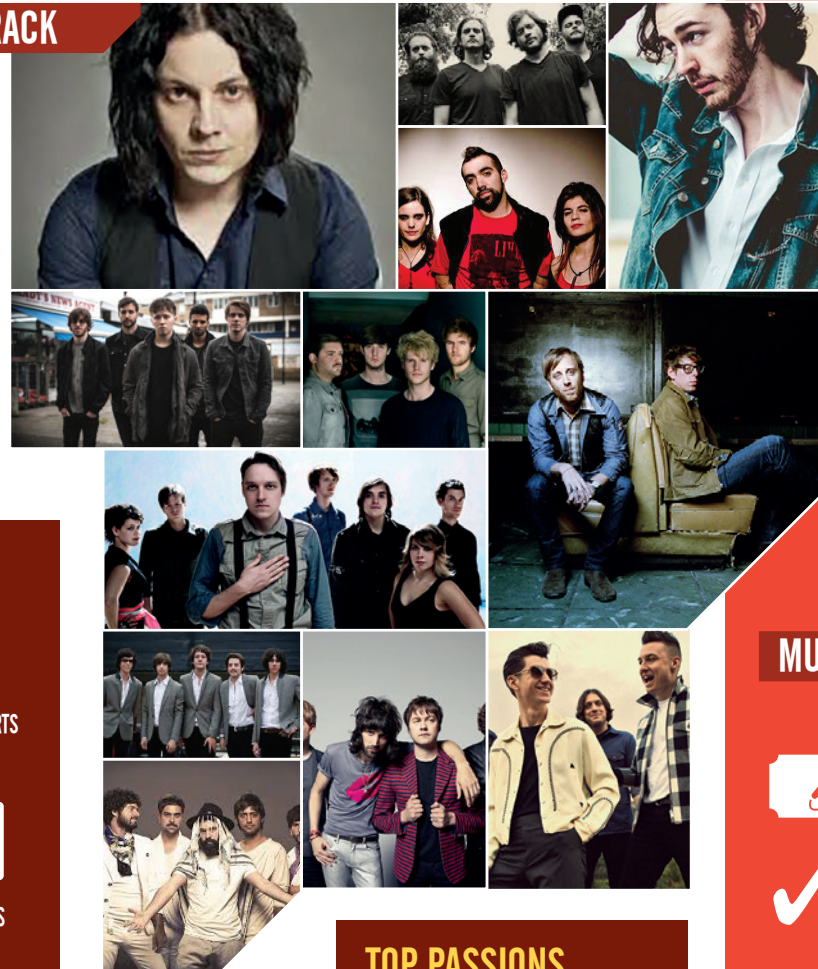
SOCIAL NETWORKING



FASHION



VIDEO GAMES



ARTISTS

JACK WHITE
KONGOS
ERUCA SATIVA
HOZIER
NOTHING BUT THIEVES
KODALINE
THE BLACK KEYS
BANDA DE TURISTAS
ARCADE FIRE
KASABIAN
ONDA VAGA
ARCTIC MONKEYS

MUSIC DISCOVERY



LIVE PERFORMANCES AT
GIGS / FESTIVALS



RECOMMENDATION
BY EXPERTS (DJs,
JOURNALISTS,
BLOGGERS)



USING SHAZAM TO
IDENTIFY SONGS
AND FIND NEW
RECOMMENDATIONS

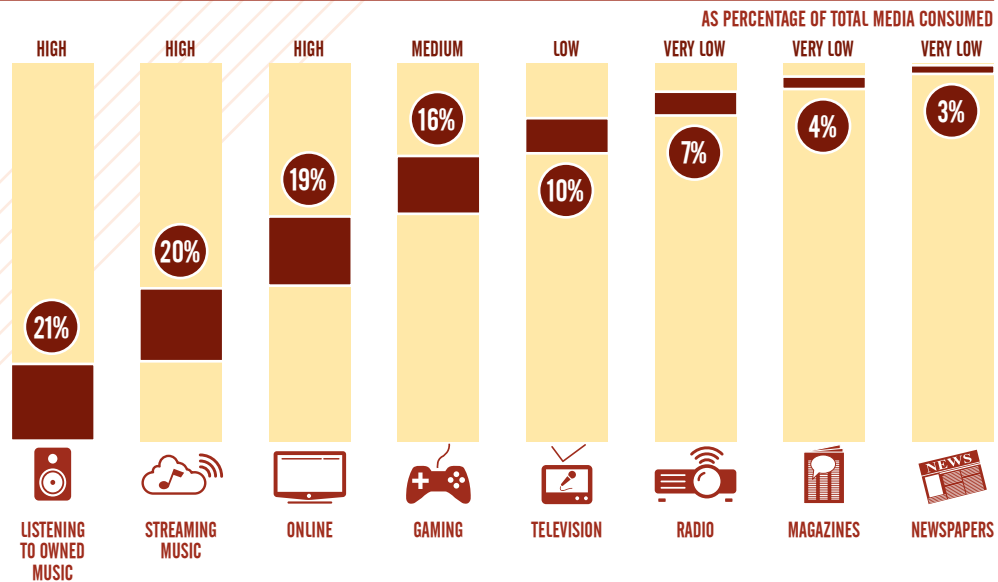


PLAYLISTS ON A MUSIC
STREAMING SERVICE



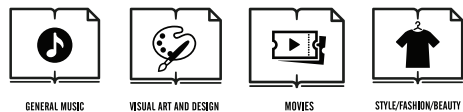
SEEING WHO YOUR
FAVOURITE ARTISTS /
CELEBRITIES FOLLOW ON
INSTAGRAM / TWITTER

DAILY MEDIA DIARY



MEDIA LANDSCAPE

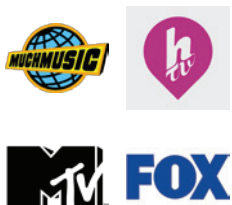
PRESS



RADIO STATIONS



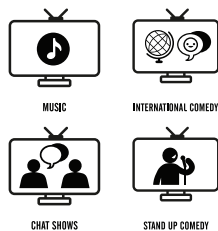
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



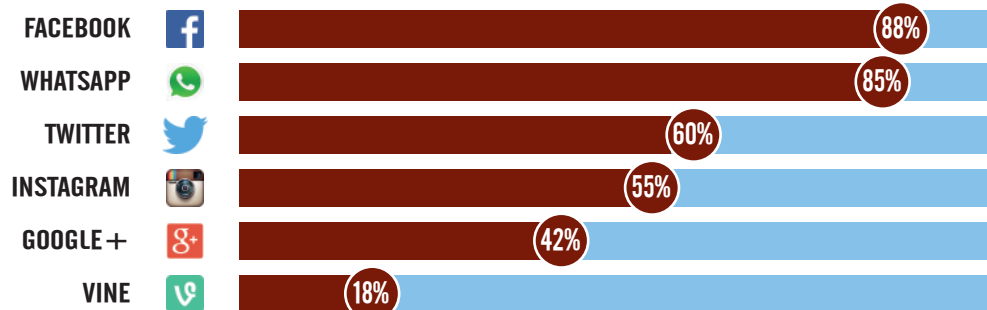
ENGAGEMENT PRINCIPLES



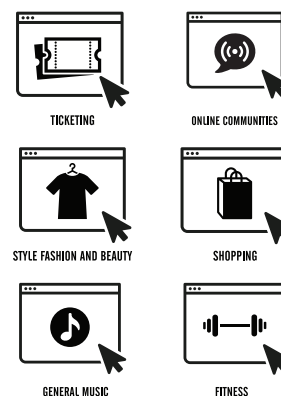
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

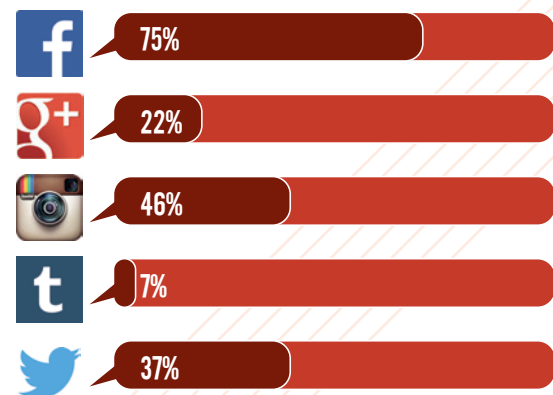
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **50%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

UPLOAD CONTENT MYSELF

WATCH BIOGRAPHIES / DOCUMENTARIES ABOUT MUSIC ARTISTS

WATCH INTERVIEWS WITH MUSIC ARTISTS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

89%



FACEBOOK

84%



VEVO

32%

MUSIC STREAMING

USE A PAID SERVICE **11%**

USE A FREE SERVICE **46%**

TOP SERVICES USED IN THE LAST 12 MONTHS



43%



11%



7%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	51%
DIGITAL ALBUMS	25%
DIGITAL SINGLES	20%
VINYL RECORDS	23%
CONCERT / FESTIVAL TICKETS	34%
ARTIST MERCHANDISE	47%
MOBILE MUSIC APPS	33%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	209	172
DIGITAL ALBUMS	109	67
DIGITAL SINGLES	118	105
VINYL RECORDS	70	33
CONCERT / FESTIVAL TICKETS	400	295
ARTIST MERCHANDISE	154	48
MOBILE MUSIC APPS	59	51

FREE

DIGITAL ALBUMS	78%
DIGITAL SINGLES	59%

MOBILE USAGE

MOBILE DEVICE USERS

99%

MOBILE DEVICE OS USED



68%



4%

OTHER **34%**

PLAYLISTS

USE PLAYLISTS REGULARLY

52%

+

USE PLAYLISTS OCCASIONALLY

21%

+

NEVER USE PLAYLISTS

27%

+

BRANDS

Marshall

BILLABONG



DELAOSTIA



ONASAEZ



QUIKSILVER



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

37%



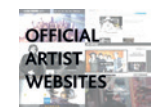
MUSIMUNDO.COM

30%



YENNY - EL ATENED

23%



ARTIST'S OWN OFFICIAL WEBSITE

22%



PERSONAL MUSICA

16%



ITUNES

13%

SEGMENT 02 FANATICS

SEGMENTNAME

AGE 15 – 20

GENDER



42%
MALE



58%
FEMALE

POPULATION



259,800

TYPICAL EMPLOYMENT STATUS

Full time student

TYPICAL HOUSEHOLD STATUS

Live with parent(s)

MUSIC SUMMARY

This stylish segment are energetic and thrill seeking adolescents who fuel their on the go lifestyle with rap, reggaeton and hip hop music. A musician's personality and impact on the music world are a large part of this segment's tether to the music. They'll follow musicians on Facebook and Twitter or see the artist live to make sure they are legit and worthy of their time. Always up to date on current music events and hungry for more, this segment engages with the artists through social media. They'll take a nod from online music blog recommendations as to who to listen to and will invest their blood, sweat and tears into the whole artist, so a winning personality must be included.

AUDIENCE SUMMARY

This stylish segment are energetic and thrill seeking adolescents who fuel their on the go lifestyle with rap, reggaeton and hip hop music. They roll deep with their sizeable crew of similar interests to record a new video or share the latest viral on their trendy mobile devices. Music, networking and the wonderful World Wide Web are their top passions. You can bet they are up to date on current music events and who their favourite artists and celebrities are following on twitter and instagram. They'll take a nod from online music blog recommendations as to who to listen to and will invest their blood, sweat and tears into the whole artist, so a winning personality must be included.

THE SOUNDTRACK

GENRES

RAP
REGGAETON
HIP-HOP
REGGAE / SKA

MOODS

REBELLIOUS
UP TO DATE
IN-YOUR-FACE
EXPERIMENTAL
NOISY
POWERFUL

HOBBIES



FASHION / CLOTHES



RECORDING VIDEOS



PLAYING MUSICAL INSTRUMENTS



WATCHING VIDEOS ON MOBILE DEVICES



PLAYING MUSIC-BASED VIDEO GAMES



GOING TO CONCERTS & FESTIVALS

PERSONALITY

FLAMBOYANT | OUTRAGEOUS | STYLISH | SELF FOCUSED | TREND
SETTING | AMBITIOUS | ENERGETIC | LIVELY

PRIORITIES

STAYING AHEAD OF FASHION | OWNING THE LATEST GADGETS | NOT GETTING
TIED DOWN WITH RELATIONSHIPS JUST YET | EARNING LOTS OF MONEY |
HAVING A LOT OF FRIENDS | THEIR APPEARANCE

TOP PASSIONS



MUSIC



INTERNET



SOCIAL NETWORKING



FASHION



PHOTOGRAPHY



ARTISTS

BIG SEAN
WISIN
MISS BOLIVIA
EL TIRRI Y CARLUX
FARRUKO
DRAKE
MACACO
JAY-Z
CALI & EL DANDEE
ALEXIS & FIDO
CHRIS BROWN
FRANK OCEAN

MUSIC DISCOVERY



ADVERTS ONLINE



SEEING WHO YOUR FAVOURITE ARTISTS / CELEBRITIES FOLLOW ON INSTAGRAM / TWITTER



PLAYLISTS ON A MUSIC STREAMING SERVICE

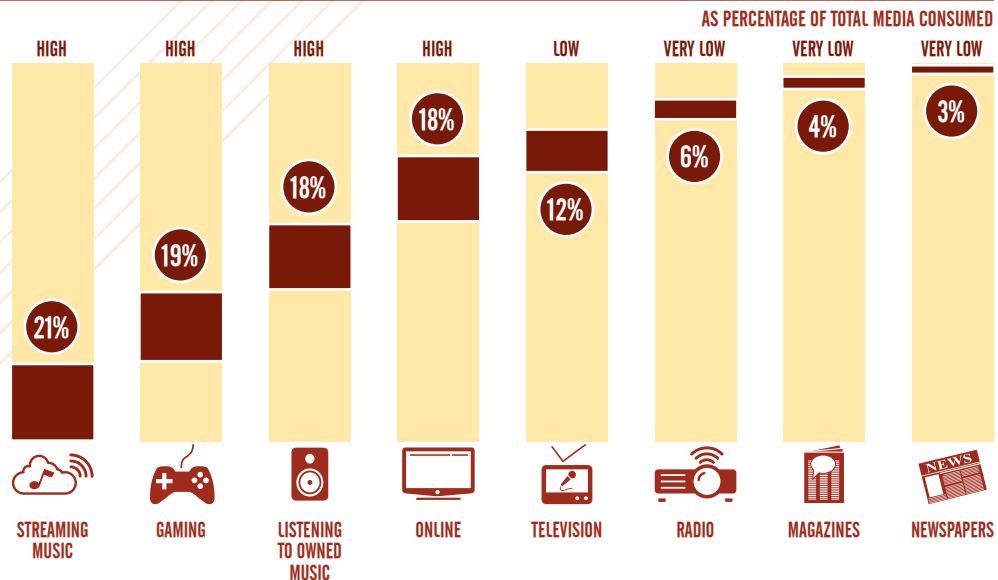


SEARCHING / VISITING ONLINE MUSIC BLOGS / SPECIALIST MUSIC WEBSITES



LOOKING THROUGH GIG / FESTIVAL LISTINGS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

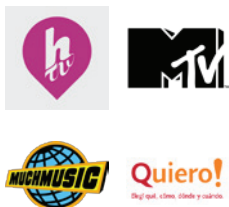
PRESS



RADIO STATIONS



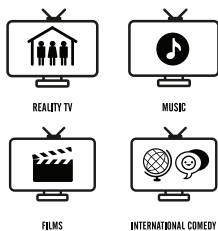
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



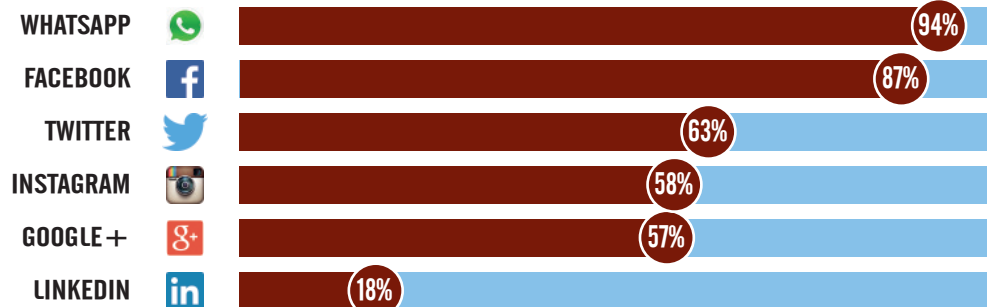
ENGAGEMENT PRINCIPLES



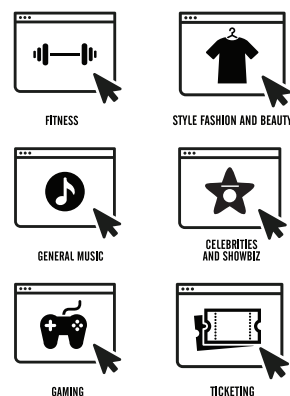
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

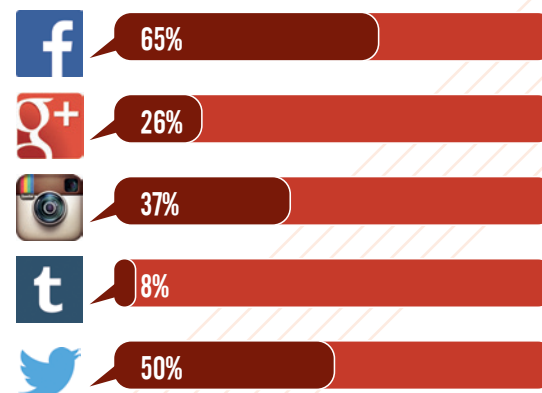
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

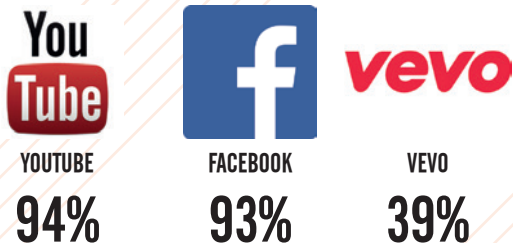
 **55%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

SUBSCRIBE TO VLOGS
UPLOAD CONTENT MYSELF
WATCH INTERVIEWS WITH MUSIC ARTISTS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



MUSIC STREAMING



TOP SERVICES USED IN THE LAST 12 MONTHS



MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	61%
DIGITAL ALBUMS	33%
DIGITAL SINGLES	17%
VINYL RECORDS	32%
CONCERT / FESTIVAL TICKETS	38%
ARTIST MERCHANDISE	58%
MOBILE MUSIC APPS	59%

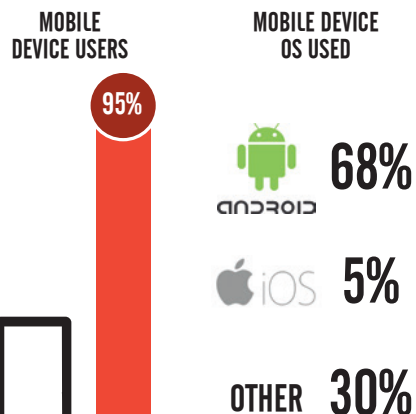
FREE

DIGITAL ALBUMS	77%
DIGITAL SINGLES	72%

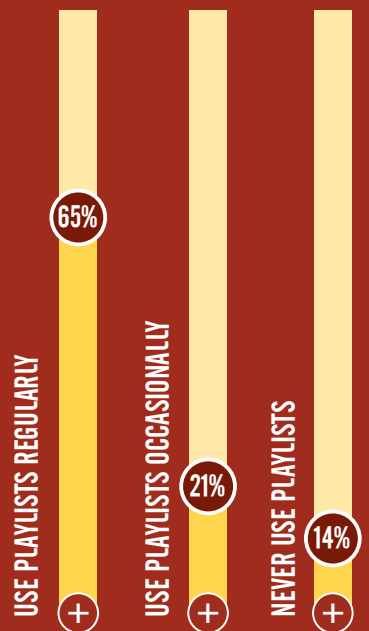
AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	246	172
DIGITAL ALBUMS	91	67
DIGITAL SINGLES	219	105
VINYL RECORDS	72	33
CONCERT / FESTIVAL TICKETS	394	295
ARTIST MERCHANDISE	159	48
MOBILE MUSIC APPS	157	51

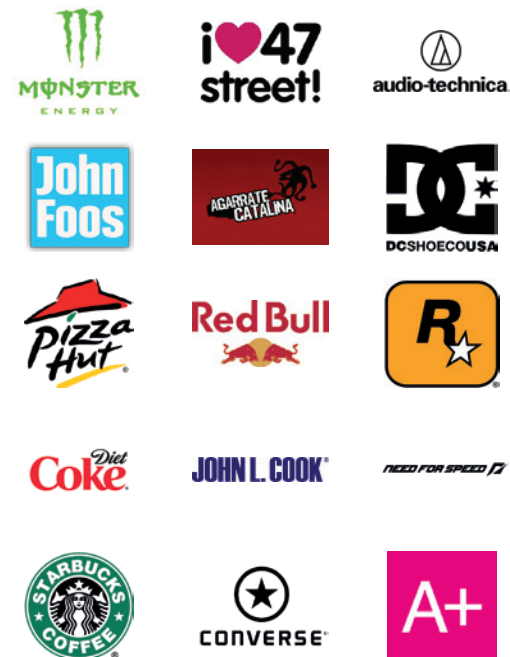
MOBILE USAGE



PLAYLISTS



BRANDS



RETAILERS EXCLUDING STREAMING SERVICES



SEGMENT 03 FANATICS

SEGMENTNAME

AGE 15 - 20

GENDER



61%
MALE



39%
FEMALE

POPULATION



288,700

TYPICAL EMPLOYMENT STATUS

Full time student

TYPICAL HOUSEHOLD STATUS

Live with parent(s)



MUSIC SUMMARY

These adolescent ravers are growing out of their adult-in-training wheels and entering University. They worship everything electronic and satiate their appetites with dubstep sounds, house and upbeat electro pop. You'll win their hearts and ears with music that makes them feel rebellious and experimental. Being teenagers in the digital age, new music is discovered through recommendations from audio services online, as well as through browsing festival listings to plot their ultimate timetable takeover. Social networking informs their world. They'll follow an innovative artist with a great personality and when they've met their musical match, you'll find them covered in merchandise. Artists are a likely topic of conversation for these chatter boxes. Word of mouth is a reliable mode of transportation for fresh beats.

AUDIENCE SUMMARY

These adolescent ravers are heading into University guided by the waves of sound. Their interest in a song is directly proportional to the depth of the bass pulsing through their speakers. They worship everything electronic and satiate their appetites with dubstep sounds, house and upbeat electro pop. Trend setting and adventurous, you can find them in a fashionable outfit bouncing to the beat on the dance floor or pounding the pavement on their morning run. Being teenagers in the digital age, new music is discovered through recommendations from audio services online, as well as through browsing festival listings to plot their ultimate timetable takeover. Artists are a likely topic of conversation for these chatter boxes. Word of mouth is a reliable mode of transportation for fresh beats.

THE SOUNDTRACK

GENRES

DUBSTEP
ELECTRONIC
HOUSE
EDM
ELECTRO POP
TECHNO

MOODS

EXPERIMENTAL
ELECTRONIC
FUTURISTIC
REBELLIOUS
CHALLENGING
INNOVATIVE

HOBBIES



PLAYING MUSIC-BASED VIDEO GAMES



LISTENING TO PODCASTS



RECORDING VIDEOS



PLAYING MUSICAL INSTRUMENTS



GOING FOR A RUN



FASHION / CLOTHES

PERSONALITY

INVENTIVE | THRILL SEEKING | ADVENTUROUS | FASHIONABLE |
RISK TAKING | FUN | SPONTANEOUS | TREND SETTING

PRIORITIES

STAYING AHEAD OF FASHION | HAVING A LOT OF FRIENDS | LEADING AN
EXCITING LIFE | BEING ABLE TO AFFORD THE VERY BEST | EARNING LOTS OF
MONEY | CHALLENGING THEMSELVES

TOP PASSIONS



MUSIC



SOCIAL NETWORKING



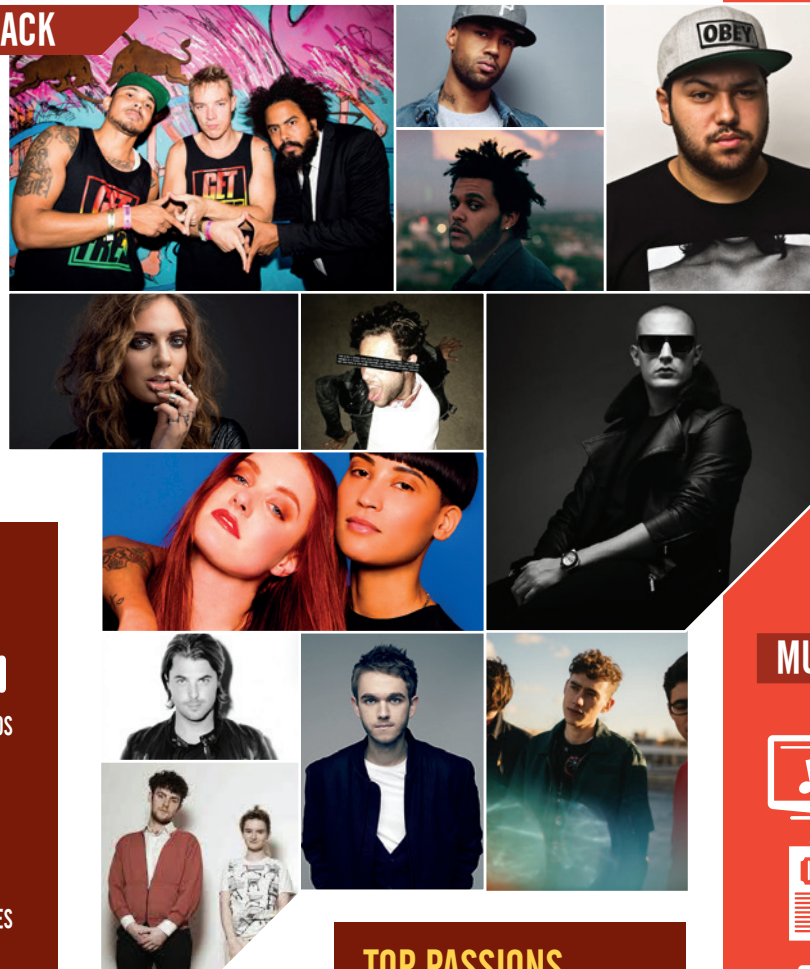
VIDEO GAMES



TECHNOLOGY



EXERCISING



ARTISTS

MAJOR LAZER
DEORRO
MR. PROBZ
THE WEEKND
TOVE LO
ARONCHUPA
ICONA POP
YEARS & YEARS
AXWELL
DJ SNAKE
CLEAN BANDIT
ZEDD

MUSIC DISCOVERY



RECOMMENDATION BY AN
ONLINE MUSIC SERVICE



LOOKING THROUGH GIG /
FESTIVAL LISTINGS



SEEING WHO YOUR
FAVOURITE ARTISTS /
CELEBRITIES FOLLOW ON
INSTAGRAM / TWITTER

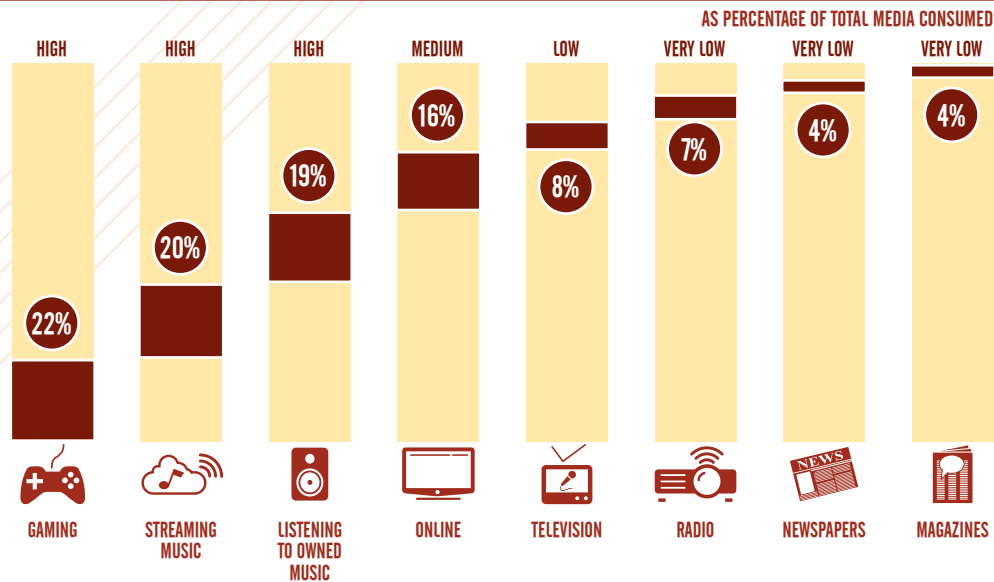


USING SHAZAM TO
IDENTIFY SONGS
AND FIND NEW
RECOMMENDATIONS



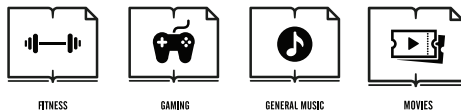
USING MUSIC APPS ON
MOBILE DEVICES

DAILY MEDIA DIARY



MEDIA LANDSCAPE

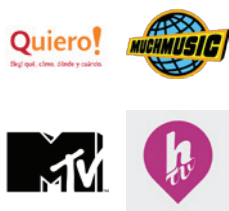
PRESS



RADIO STATIONS



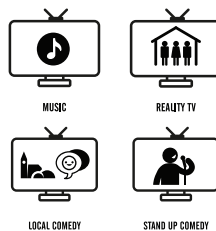
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



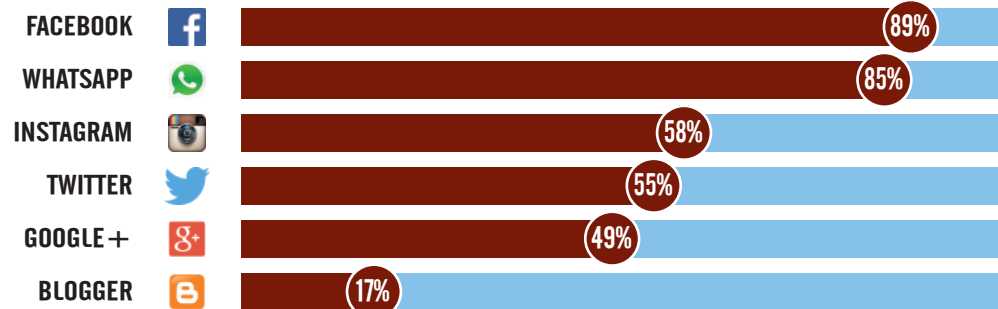
ENGAGEMENT PRINCIPLES



Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

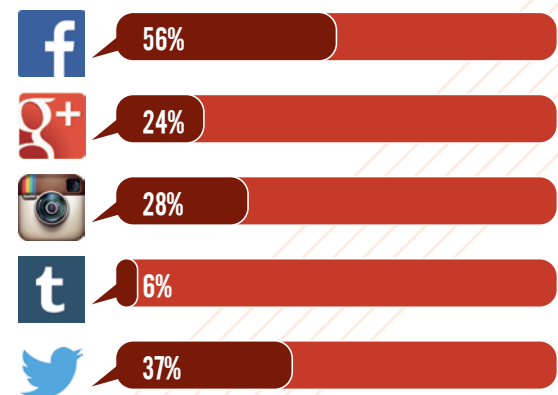
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **43%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH INTERVIEWS WITH MUSIC ARTISTS

WATCH VLOGS

LOOK AT THE "RECOMMENDED" CHANNELS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

88%



FACEBOOK

73%



VEVO

34%

MUSIC STREAMING



TOP SERVICES USED IN THE LAST 12 MONTHS



30%



8%



8%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

		AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	58%	295	67
DIGITAL ALBUMS	30%	106	67
DIGITAL SINGLES	26%	152	105
VINYL RECORDS	42%	77	33
CONCERT / FESTIVAL TICKETS	49%	392	295
ARTIST MERCHANDISE	59%	129	48
MOBILE MUSIC APPS	58%	128	51

FREE

DIGITAL ALBUMS	70%
DIGITAL SINGLES	51%

AVERAGE SPEND

PLAYLISTS

USE PLAYLISTS REGULARLY

56%

+

USE PLAYLISTS OCCASIONALLY

21%

+

NEVER USE PLAYLISTS

24%

+

BRANDS

SONOS



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO



MUSIMUNDO.COM



YENNY - EL ATENED



ITUNES



CARREFOUR



PERSONAL MUSICA

MOBILE USAGE

MOBILE DEVICE USERS

93%

MOBILE DEVICE OS USED



59%



9%

OTHER **36%**



SEGMENT 04 FANATICS

SEGMENTNAME

AGE 21 - 29

GENDER



55%
MALE



45%
FEMALE

POPULATION



255,300

TYPICAL EMPLOYMENT STATUS

Working full time / Working part time /
Full time student

TYPICAL HOUSEHOLD STATUS

Live with parent(s) / Live with partner



MUSIC SUMMARY

This group enjoy the harder side of rock that makes them feel angry and edgy to fuel their artistic needs. They still enjoy rocking out with their band and you'll often catch them with their friends and a drink afterwards. They appreciate an artist with a backstory and personality, eating up interviews and recommendations or attending local shows. This segment of the rock junkies have concentrated their efforts on hard rock and heavy metal, while also appreciating grunge and punk, but leaving the too-soft indie and acoustic out. They'll scroll through gig listings to find new artists and share music around with friends and family. When an artist really kicks ass it's extremely likely they'll shell out for a CD or digital album.

AUDIENCE SUMMARY

This segment were once the teen rebels into every and all things rock, but are now dedicating their time to the harder, edgier genres. They appreciate the side of rock that allows them to feel rebellious and angry. They are coming into their wild university days and nights or settling into their careers, battling with getting ahead while leading an exciting life. They still enjoy rocking out in gigs with their band and you'll often catch them with their friends and a drink after the show. They appreciate an artist with a backstory and personality, eating up interviews and recommendations or attending local shows. Often creatives as well, they spend non-musical spare time editing their self-shot photographs or reading an intellectual book.

THE SOUNDTRACK

GENRES

HARD ROCK
ALTERNATIVE ROCK
HEAVY METAL
GRUNGE
PUNK

MOODS

EDGY
HARD
ANGRY
EPIC
BLUESY
AUTHENTIC

HOBBIES



PLAY / SING IN A
BAND



GOING TO CONCERTS
& FESTIVALS



PHOTOGRAPHY



PLAYING GUITAR



DRINKING WITH
FRIENDS



CREATING ARTWORK

PERSONALITY

NON CONFORMIST | AMBITIOUS | ADVENTUROUS | LAZY | TECH
SAVVY | REBELLIOUS | OPEN MINDED | ARTISTIC

PRIORITIES

LEADING AN EXCITING LIFE | HAVING GOOD / HIGH QUALITY AUDIO EQUIPMENT
| KNOWING ABOUT ART & CULTURE | CARING ABOUT SOCIETY | CHALLENGING
THEMSELVES | GETTING AHEAD IN THEIR CAREER

TOP PASSIONS



MUSIC



TRAVELLING



BOOKS



CAREER



PHOTOGRAPHY

ARTISTS

ZERO KILL
JAURIA
LEIVA
ONDA VAGA
FOO FIGHTERS
BANDA DE TURISTAS
INFIerno 18
QUEENS OF THE STONE AGE
LOS CALIGARIS
LA BERISO
NOEL SCHAJARIS
SLAYER

MUSIC DISCOVERY



LOOKING THROUGH GIG /
FESTIVAL LISTINGS



RECOMMENDATION BY
ANOTHER ARTIST YOU
LIKE



INTERVIEWS IN
MAGAZINES /
NEWSPAPERS

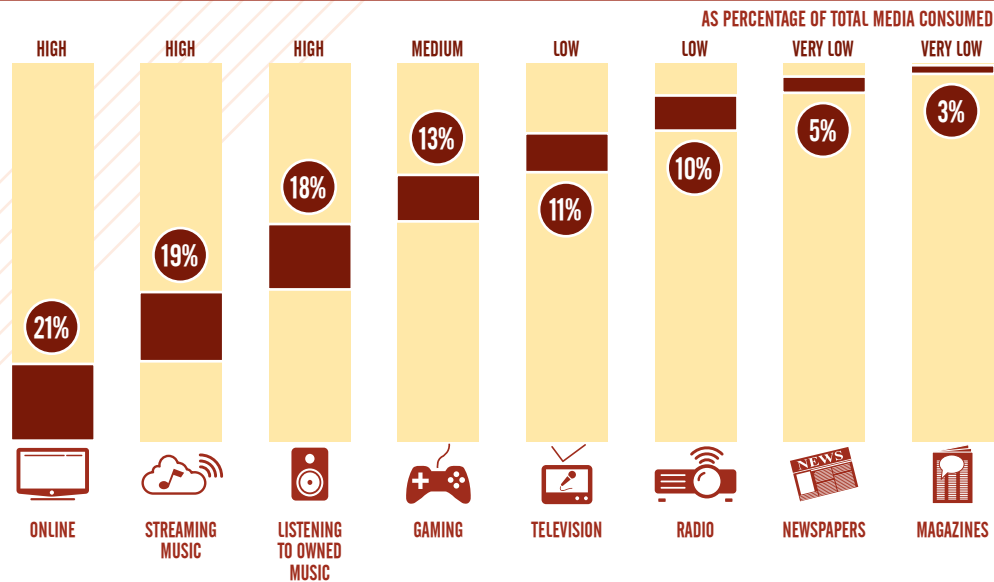


MUSIC PLAYED IN CLUBS
/ BARS



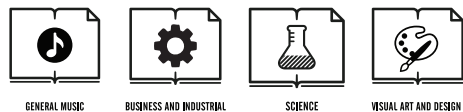
LIVE PERFORMANCES AT
GIGS / FESTIVALS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



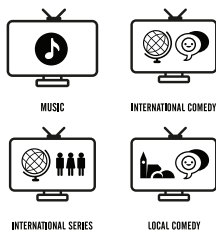
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



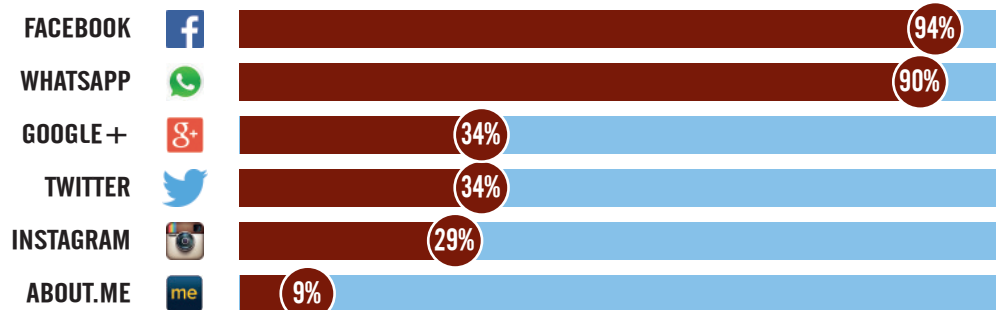
ENGAGEMENT PRINCIPLES



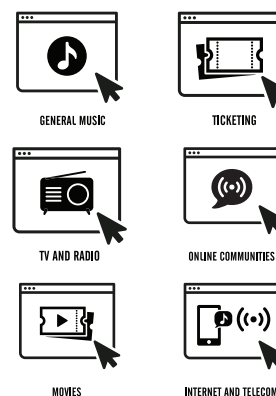
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

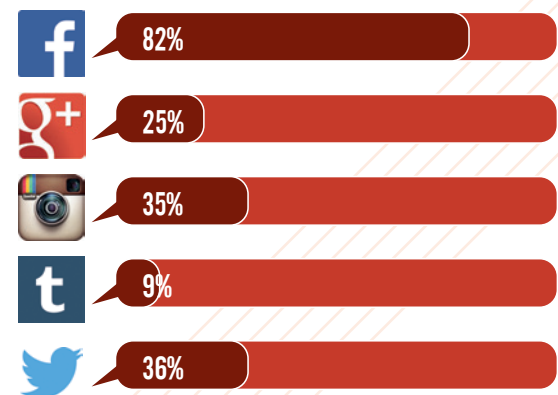
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **36%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH "BEHIND THE SCENES" MUSIC CONTENT

WATCH BIOGRAPHIES / DOCUMENTARIES ABOUT MUSIC ARTISTS

WATCH FOOTAGE OF ARTISTS IN THE RECORDING STUDIO

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

98%



FACEBOOK

91%



CUEVANA.TV

27%

MUSIC STREAMING



TOP SERVICES USED IN THE LAST 12 MONTHS



44%



7%



6%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

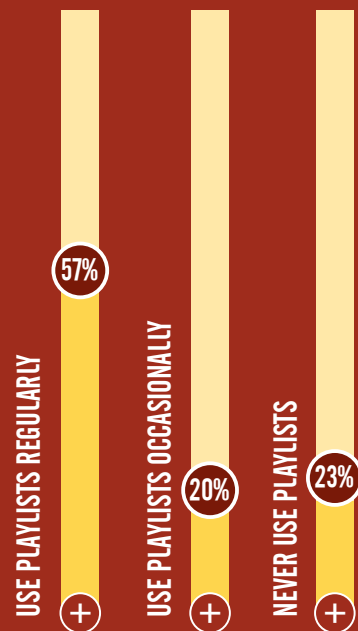
		AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	79%	422	172
DIGITAL ALBUMS	33%	160	67
DIGITAL SINGLES	22%	123	105
VINYL RECORDS	32%	31	33
CONCERT / FESTIVAL TICKETS	23%	762	295
ARTIST MERCHANDISE	45%	143	48
MOBILE MUSIC APPS	41%	173	51

FREE

DIGITAL ALBUMS	78%
DIGITAL SINGLES	78%

AVERAGE SPEND

PLAYLISTS



MOBILE USAGE

MOBILE DEVICE USERS

100%

MOBILE DEVICE OS USED

 **68%**

 **3%**

OTHER **32%**

BRANDS



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

51%



MUSIMUNDO.COM

45%



YENNY - EL ATENED

27%



ITUNES

17%



PERSONAL MUSICA

15%



CLARO MUSICA

14%

SEGMENT 05 FANATICS

SEGMENTNAME

AGE 21 - 29

GENDER



53%
MALE



47%
FEMALE

POPULATION



245,700

TYPICAL EMPLOYMENT STATUS

Working full time / Working part time /
Full time student

TYPICAL HOUSEHOLD STATUS

Live with parent(s) / Live alone / Live with
partner (and children) / Live with partner



MUSIC SUMMARY

These edgy twenty-somethings were the rebel teens who are now more focused on indie rock and pop. Acoustic and grunge still feature in their music priorities but indie and alternative take the cake. Sing them an original, dreamy song from an expert-approved artist with an awesome stage presence and they're yours. It's likely they are still a member of a band and jam it out on the regular. Through experienced eyes, they'll be looking out for good technique in an artist's live show too. Regular streamers and playlist perusers, this segment is constantly juicing the mobile device for new tunes. Scrolling through music blogs and online gig listings is a routine habit for these indie rockers and they'll follow artist and expert recommendations for new music discovery.

AUDIENCE SUMMARY

These edgy twenty-somethings were the rebel teens who are now more focused on indie rock and pop. Music that is experimental and in your face will catch their attention and find their way onto a playlist swiftly. This segment is still into swimming against the mainstream but is now getting a taste of responsibility, becoming more motivated to get ahead in their careers and learn new things. It's likely they are still a member of a band and jam it out on the regular. Through experienced eyes, they'll be looking out for good technique in an artist's live show too. Scrolling through music blogs and online gig listings is a routine habit for these indie rockers and they'll follow artist and expert recommendations for new music discovery.

THE SOUNDTRACK

GENRES

INDIE ROCK
ALTERNATIVE ROCK
INDIE POP
ACOUSTIC
GRUNGE

MOODS

EXPERIMENTAL
AGGRESSIVE
INNOVATIVE
DARK
DREAMY
IN-YOUR-FACE

HOBBIES



PLAYING GUITAR



MUSEUMS & ART GALLERIES



GOING TO CONCERTS & FESTIVALS



GOING TO THE CINEMA



PLAY / SING IN A BAND



STREAMING TV SERIES / BOXSETS

PERSONALITY

CREATIVE | MYSTERIOUS | IMAGINATIVE | ENVIRONMENTALLY CONSCIOUS
| THRILL SEEKING | LIBERAL | NON CONFORMIST | SARCASTIC

PRIORITIES

REBELLING AGAINST AUTHORITY | KNOWING ABOUT ART & CULTURE |
CHALLENGING THEMSELVES | BEING AN INDIVIDUAL | LEARNING NEW THINGS
| GETTING AHEAD IN THEIR CAREER



ARTISTS

VETAMADRE
FRANZ FERDINAND
BOMBA ESTEREO
CAPITAL CITIES
CUENTOS BORGEANOS
THE KILLERS
KASABIAN
BASTILLE
ARCTIC MONKEYS
ARCADE FIRE
KINGS OF LEON
FOSTER THE PEOPLE

MUSIC DISCOVERY



SEARCHING / VISITING
ONLINE MUSIC BLOGS
/ SPECIALIST MUSIC
WEBSITES



PLAYLISTS ON A MUSIC
STREAMING SERVICE



LOOKING THROUGH GIG /
FESTIVAL LISTINGS



RECOMMENDATION BY
ANOTHER ARTIST YOU
LIKE



REVIEWS OF MUSIC /
LIVE APPEARANCES ON
THE INTERNET

TOP PASSIONS



MUSIC



CINEMA / MOVIES



BOOKS

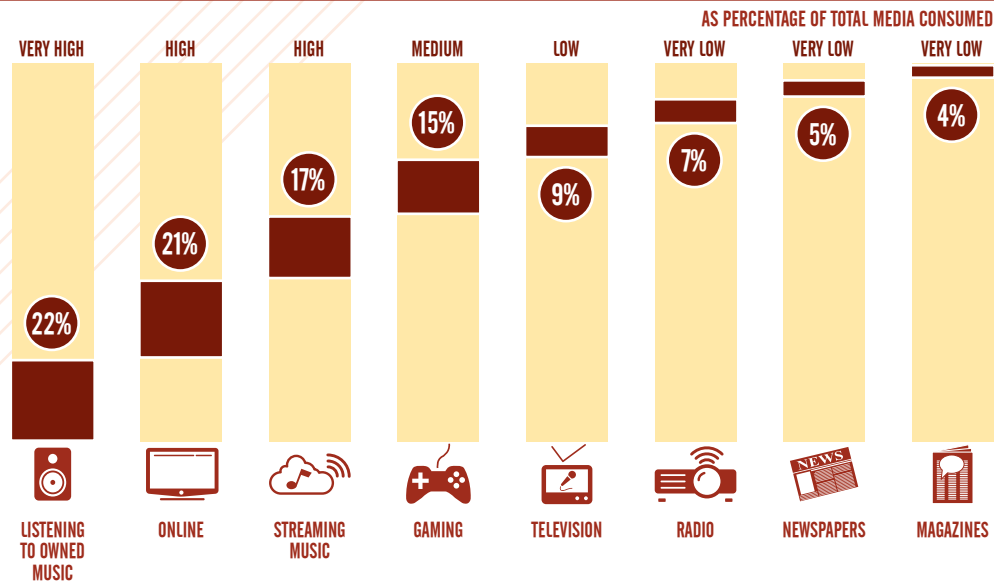


EXERCISING



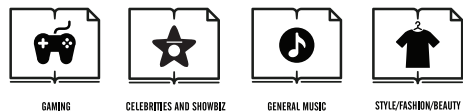
VIDEO GAMES

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



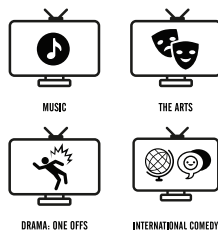
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



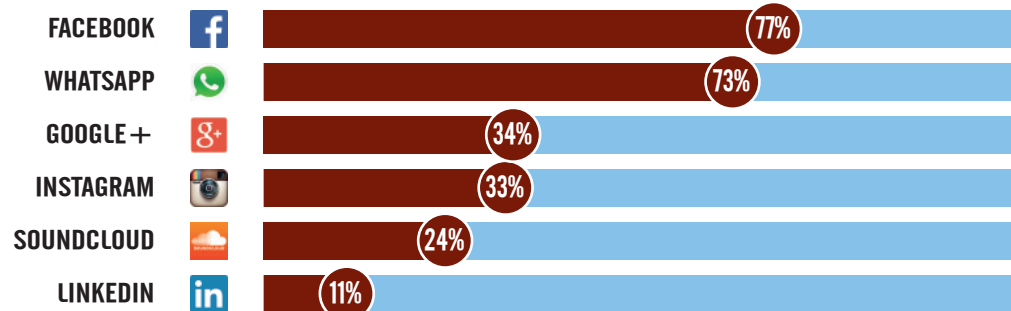
ENGAGEMENT PRINCIPLES



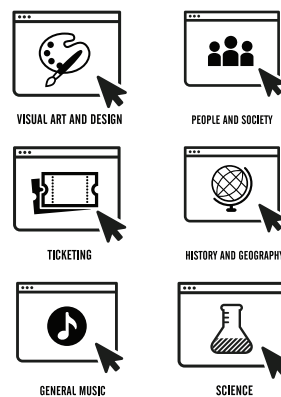
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

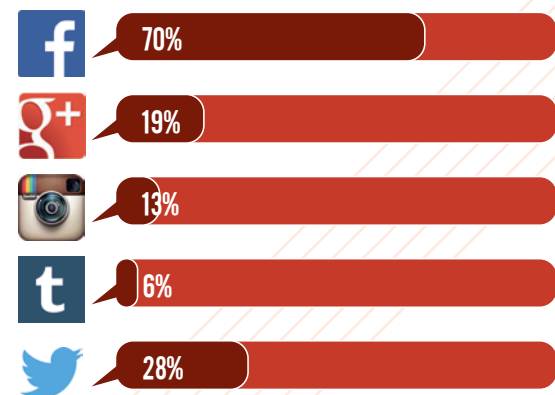
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **41%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

CREATE OWN PLAYLISTS OF MUSIC VIDEOS AND SONGS

WATCH INTERVIEWS WITH MUSIC ARTISTS

WATCH FOOTAGE OF ARTISTS IN THE RECORDING STUDIO

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE
81%



FACEBOOK
80%



VEVO
30%

MUSIC STREAMING

USE A PAID SERVICE **17%**

USE A FREE SERVICE **31%**

TOP SERVICES USED IN THE LAST 12 MONTHS



45%



7%



6%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	76%
DIGITAL ALBUMS	25%
DIGITAL SINGLES	15%
VINYL RECORDS	21%
CONCERT / FESTIVAL TICKETS	43%
ARTIST MERCHANDISE	55%
MOBILE MUSIC APPS	37%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	318	172
DIGITAL ALBUMS	127	67
DIGITAL SINGLES	168	105
VINYL RECORDS	85	33
CONCERT / FESTIVAL TICKETS	712	295
ARTIST MERCHANDISE	102	48
MOBILE MUSIC APPS	90	51

FREE

DIGITAL ALBUMS	78%
DIGITAL SINGLES	71%

MOBILE USAGE

MOBILE DEVICE USERS

92%

MOBILE DEVICE OS USED

 **56%**

 **6%**

OTHER **31%**

PLAYLISTS

USE PLAYLISTS REGULARLY

51%

USE PLAYLISTS OCCASIONALLY

8%

NEVER USE PLAYLISTS

41%

BRANDS



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO



MUSIMUNDO.COM



YENNY - EL ATENED



ARTIST'S OWN OFFICIAL WEBSITE



ITUNES



CARREFOUR

SEGMENT 06 FANATICS

SEGMENTNAME

AGE 21 - 29

GENDER



53%
MALE



47%
FEMALE

POPULATION



270,600

TYPICAL EMPLOYMENT STATUS

Working full time / Currently looking for employment

TYPICAL HOUSEHOLD STATUS

Live with parent(s) / Live with partner (and children)



MUSIC SUMMARY

Sun or no sun, this segment are all rapid, rhythmical lyrics and roots. A good time for this crowd involves catchy, sexy music to the beat of rap, hip hop and reggaeton. Innovation and a big impact are important to them if an artist wants to stick around on their playlist. If they're not on the treadmill or the dance floor you'll find them in a karaoke booth trying to keep up with their favourite rap and r'n'b artists. This segment experiences new music on their mobiles through music apps and online adverts. They are heavy social media users and will check out new artists through recommendations on Instagram and Twitter by musicians that have already made the cut.

AUDIENCE SUMMARY

Sun or no sun, this segment are all rapid, rhythmical lyrics and roots. A good time for this crowd involves catchy, sexy music to the beat of rap, hip hop and reggaeton. Innovation and a big impact are important to them if an artist wants to stick around on their playlist. Regulars on the VIP list at the club, they'll whip and nae nae until the wee hours or spend some downtime streaming a box set and WhatsApping their friends about the episode's cliffhanger. This segment loves an opportunity to show off their unique, chic outfits that demonstrate their fierce flamboyant vibe. This segment are energetic and risk-taking, so don't expect anything about them to be tame from their fashion choices to dance moves.

THE SOUNDTRACK

GENRES

RAP
HIP-HOP
REGGAETON
REGGAE / SKA
R'N'B

MOODS

UP TO DATE
FUNKY
FUTURISTIC
CATCHY
CHALLENGING
SEXY

HOBBIES



DANCING / CLUBBING



FASHION / CLOTHES



PLAYING GAMES ON
MOBILE DEVICES



STREAMING TV
SERIES / BOXSETS



PLAYING MUSIC-
BASED VIDEO GAMES



KARAOKE

PERSONALITY

STREET SMART | OUTRAGEOUS | RISK TAKING | FLAMBOYANT |
SARCASTIC | ARTISTIC | TREND SETTING | ENERGETIC

PRIORITIES

HAVING A LOT OF FRIENDS | LEADING AN EXCITING LIFE | GETTING AHEAD IN
THEIR CAREER | HAVING A GOOD SENSE OF HUMOUR | CHALLENGING
THEMSELVES | RESPECTING OTHER CULTURES

TOP PASSIONS



MUSIC



TECHNOLOGY



EXERCISING



FASHION



VIDEO GAMES



ARTISTS

EL TIRRI Y CARLIX
A\$AP ROCKY
BIG SEAN
FRANK OCEAN
FARRUKO
ALEXIS & FIDO
CHRIS BROWN
WIZ KHALIFA
MISS BOLIVIA
DRAKE
CHOCQUIBTOWN
MACACO

MUSIC DISCOVERY



USING MUSIC APPS ON
MOBILE DEVICES



SEARCHING / VISITING
MUSIC AUDIO SERVICES
ONLINE



SEEING WHO YOUR
FAVOURITE ARTISTS /
CELEBRITIES FOLLOW ON
INSTAGRAM / TWITTER

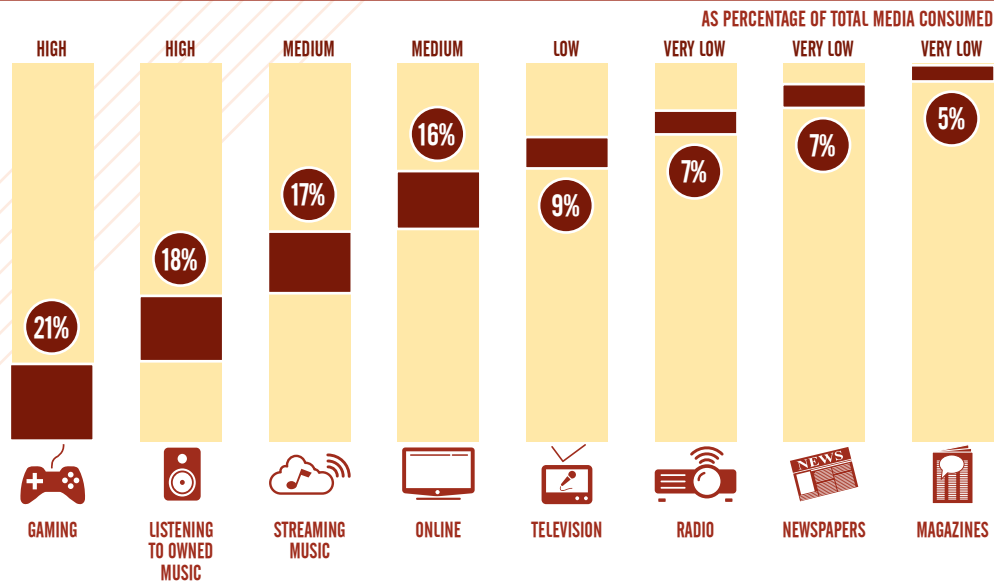


ADVERTS ONLINE



WATCHING ARTISTS AT
CONCERTS/ GIGS OR
FESTIVALS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



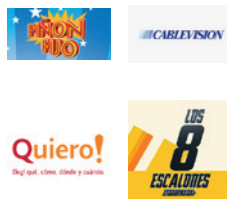
RADIO STATIONS



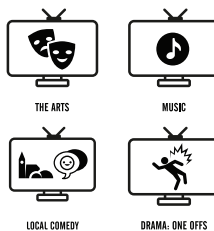
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



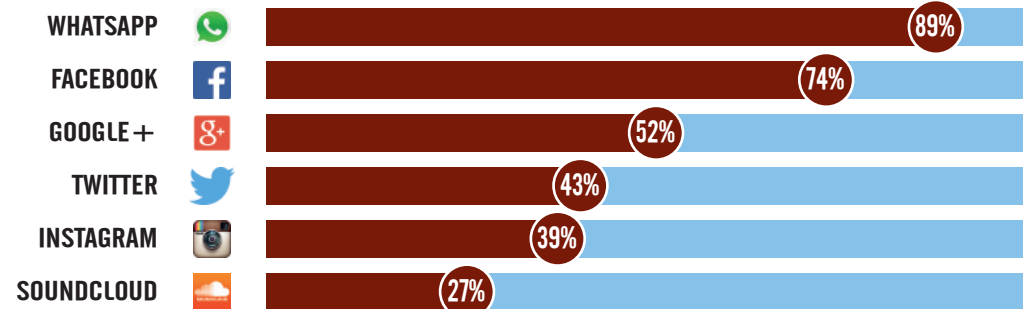
ENGAGEMENT PRINCIPLES



Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

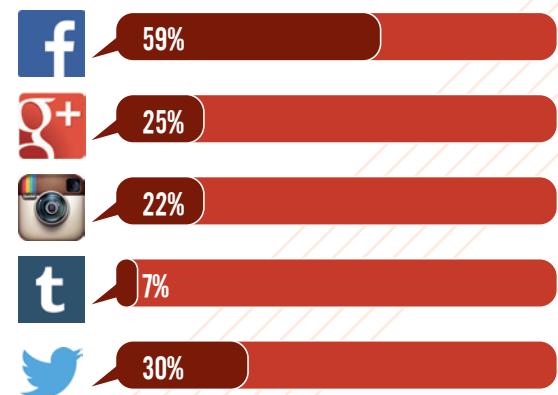
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **41%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

COMMENT ON VIDEOS

WATCH INTERVIEWS WITH MUSIC ARTISTS

USE THE YOUTUBE SIDEBAR TO DISCOVER NEW CHANNELS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

90%



FACEBOOK

73%



VEVO

30%

MUSIC STREAMING

USE A PAID SERVICE

8%



USE A FREE SERVICE

29%



TOP SERVICES USED IN THE LAST 12 MONTHS



24%



16%



8%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	69%
DIGITAL ALBUMS	40%
DIGITAL SINGLES	24%
VINYL RECORDS	33%
CONCERT / FESTIVAL TICKETS	39%
ARTIST MERCHANDISE	54%
MOBILE MUSIC APPS	58%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	359	172
DIGITAL ALBUMS	398	67
DIGITAL SINGLES	500	105
VINYL RECORDS	144	33
CONCERT / FESTIVAL TICKETS	477	295
ARTIST MERCHANDISE	223	48
MOBILE MUSIC APPS	218	51

FREE

DIGITAL ALBUMS	61%
DIGITAL SINGLES	59%

MOBILE USAGE

MOBILE DEVICE USERS

95%

MOBILE DEVICE OS USED

 **76%**

 **5%**

OTHER **32%**

PLAYLISTS

USE PLAYLISTS REGULARLY

62%

+

USE PLAYLISTS OCCASIONALLY

19%

+

NEVER USE PLAYLISTS

19%

+

BRANDS



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

51%



MUSIMUNDO.COM

47%



ARTIST'S OWN OFFICIAL WEBSITE

24%



CLARO MUSICA

23%



YENNY - EL ATENEO

21%



PERSONAL MUSICA

17%

SEGMENT 07 FANATICS

SEGMENTNAME

AGE 21 - 29

GENDER



POPULATION



TYPICAL EMPLOYMENT STATUS

Working full time / Working part time

TYPICAL HOUSEHOLD STATUS

Live with parent(s) / Live alone / Live with friend(s)



MUSIC SUMMARY

This group loves a good rhythm and has the energy and liver endurance to dance all night to something innovative, electronic and complex. They'll pop on something with an electro-futuristic sound to get them going, such as dubstep, techno or electro pop. They'll chat with friends and share music-insider intel about artists who are high profile, with winning personality to beef up their playlists. They keep up to date by surfing music blogs and specialist websites, trusting the advice and reviews of music experts, and downloading the most danceable songs after they hit the club. They know what's hot and a song with a thumping beat and a DJ recommendation is a winner in this group's eyes.

AUDIENCE SUMMARY

This segment are all about music, net, and living for the weekend. They are up to date on podcast happenings and will likely be responsible for owning a good number of apps on their trendy mobile devices. This group loves a good rhythm and has the energy and liver endurance to dance all night to something innovative, electronic and complex. They're vivacious, ambitious, devilishly stylish and fun to be around. They keep up to date by surfing music blogs and specialist websites, trusting the advice and reviews of music experts, and downloading the most danceable songs after they hit the club. They know what's hot and a song with a thumping beat and a DJ recommendation is a winner in this group's eyes.

THE SOUNDTRACK

GENRES

DUBSTEP
TRANCE
HOUSE
TECHNO
ELECTRO POP
DANCE

MOODS

FUTURISTIC
COMPLEX
ELECTRONIC
EXPERIMENTAL
INNOVATIVE
EPIC

HOBBIES



LISTENING TO
PODCASTS



PLAYING MUSICAL
INSTRUMENTS



PAINTING / DRAWING



DANCING / CLUBBING



USING APPS ON
MOBILE DEVICES



FASHION / CLOTHES

PERSONALITY

TREND SETTING | ENERGETIC | VIVACIOUS | AMBITIOUS | STYLISH
| INVENTIVE | ADVENTUROUS | INTELLECTUAL

PRIORITIES

LIVING FOR THE WEEKEND | NOT GETTING TIED DOWN WITH RELATIONSHIPS
JUST YET | STAYING AHEAD OF FASHION | LEADING AN EXCITING LIFE |
GETTING AHEAD IN THEIR CAREER | CHALLENGING THEMSELVES

TOP PASSIONS



MUSIC



INTERNET



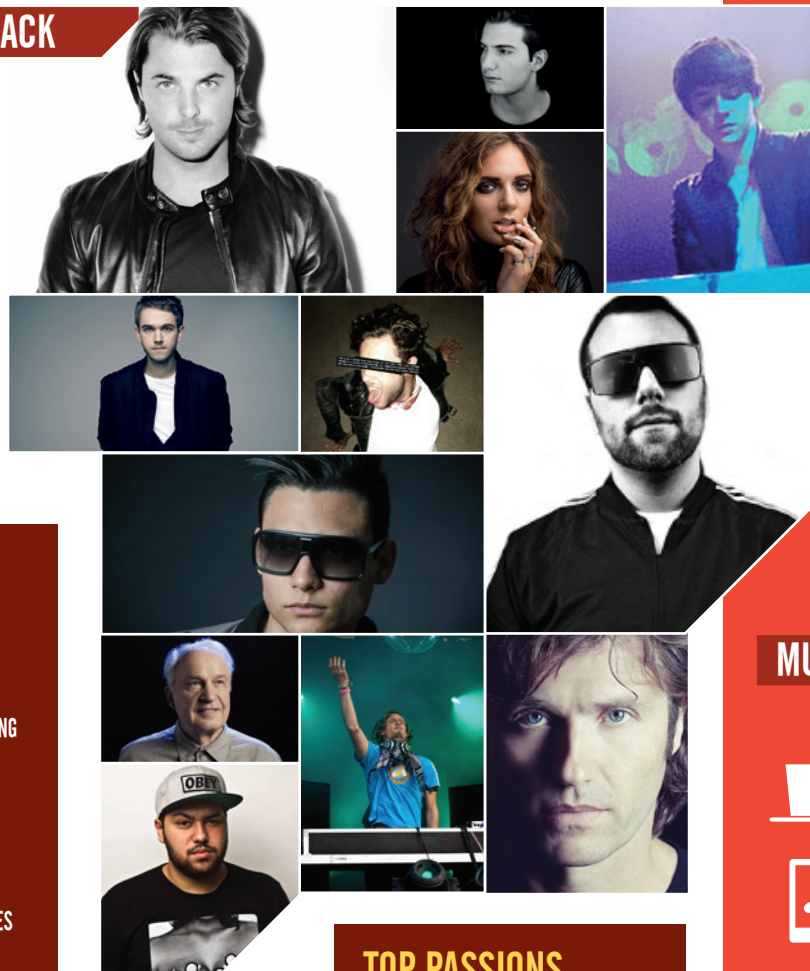
EXERCISING



VIDEO GAMES



PHOTOGRAPHY



ARTISTS

AXWELL
JOE PARRA
TOVE LO
DEORRO
FRANCO BIANCO
ALESSO
MADEON
ZEDD
ARONCHUPA
GIORGIO MORODER
HERNAN CATTANEO
TOVE LO

MUSIC DISCOVERY



MUSIC PLAYED IN CLUBS
/ BARS



USING MUSIC APPS ON
MOBILE DEVICES



RECOMMENDATION
BY EXPERTS (DJs,
JOURNALISTS,
BLOGGERS)

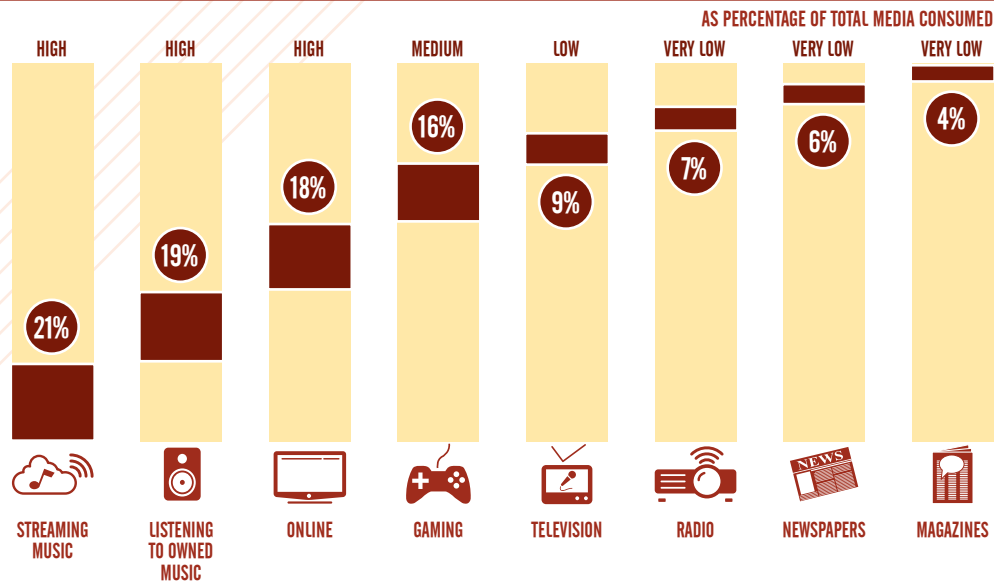


SEARCHING / VISITING
MUSIC AUDIO SERVICES
ONLINE



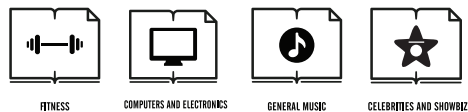
SEARCHING / VISITING
ONLINE MUSIC BLOGS
/ SPECIALIST MUSIC
WEBSITES

DAILY MEDIA DIARY



MEDIA LANDSCAPE

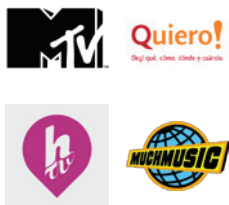
PRESS



RADIO STATIONS



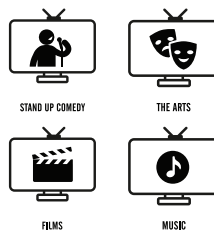
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



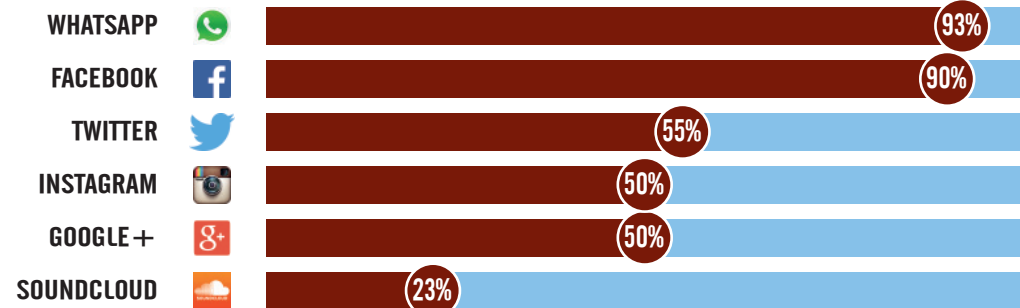
ENGAGEMENT PRINCIPLES



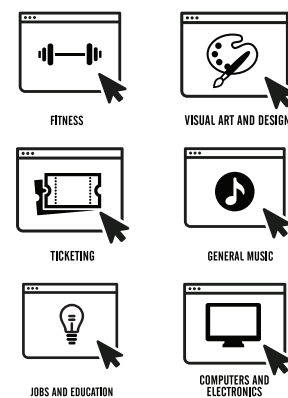
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

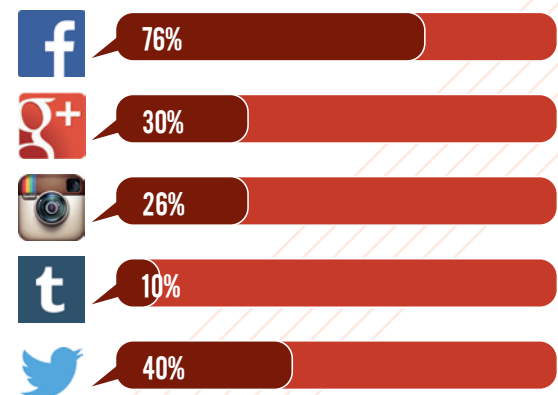
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **58%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH "BEHIND THE SCENES" MUSIC CONTENT

WATCH INTERVIEWS WITH MUSIC ARTISTS

USE THE YOUTUBE SIDEBAR TO DISCOVER NEW CHANNELS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

94%



FACEBOOK

73%

vevo

VEVO

48%

MUSIC STREAMING

USE A PAID SERVICE **31%**

USE A FREE SERVICE **28%**

TOP SERVICES USED IN THE LAST 12 MONTHS



44%

DEEZER

8%

Claro música

8%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	43%
DIGITAL ALBUMS	37%
DIGITAL SINGLES	24%
VINYL RECORDS	29%
CONCERT / FESTIVAL TICKETS	34%
ARTIST MERCHANDISE	62%
MOBILE MUSIC APPS	43%

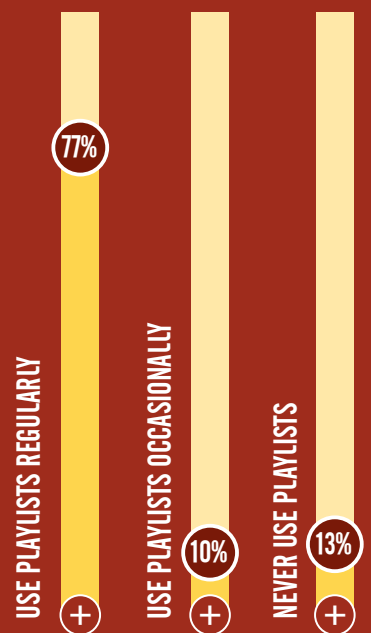
FREE

DIGITAL ALBUMS	57%
DIGITAL SINGLES	57%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	301	172
DIGITAL ALBUMS	174	67
DIGITAL SINGLES	248	105
VINYL RECORDS	63	33
CONCERT / FESTIVAL TICKETS	692	295
ARTIST MERCHANDISE	129	48
MOBILE MUSIC APPS	129	51

PLAYLISTS



MOBILE USAGE

MOBILE DEVICE USERS

97%

MOBILE DEVICE OS USED

 **76%**

 **8%**

OTHER **24%**

BRANDS

SKULL CANDY

ABSOLUT.



AIRBORN

Jägermeister

El Burgués

amazon kindle

Red Bull



SMIRNOFF

Pioneer



AY NOT DEAD

Nikon

RETAILERS EXCLUDING STREAMING SERVICES

MUSIMUNDO

MUSIMUNDO

41%

MUSIMUNDO

MUSIMUNDO.COM

38%

Yenny

YENNY - EL ATENED

25%

iTunes

ITUNES

22%

movistar

MOVISTAR MUSICA

19%

Carrefour

CARREFOUR

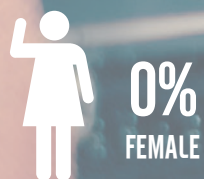
17%

SEGMENT 08 FANATICS

SEGMENTNAME

AGE 30 - 44

GENDER



POPULATION



752,700

TYPICAL EMPLOYMENT STATUS

Working full time

TYPICAL HOUSEHOLD STATUS

Live with partner (and children)

MUSIC SUMMARY

This segment are the grown up metal heads and punks who are trying hard to contain their drum-soloing inner music monologue on the morning commute. It's likely that they have a family to feed now but music is still a priority in their downtime and they'll attend gigs regularly to scratch that itch. They're still into the music they loved as kids, hard and alternative rock, but they'll partake in some acoustic and electro now too. They appreciate music that has been recommended to them by friends or artists with a high profile and a winning personality. These middle-aged rockers straddling the hill visit artist websites and accept the recommendations by artists already known to discover and understand new music.

AUDIENCE SUMMARY

This segment are the grown up metal heads and punks who are trying hard to contain their drum-soloing inner music monologue on the morning commute. It's likely that they have a family to feed now but music is still a priority in their downtime and they'll attend gigs regularly to scratch that itch. They're all about music, football and keeping fit. Boozing with friends at sports bars and music festivals keep these guys grounded when work life gets tough. They're still into the music they loved as kids, hard and alternative rock, but they'll partake in some acoustic and electro now too. They appreciate music that has been recommended to them by friends or artists with a high profile and a winning personality.

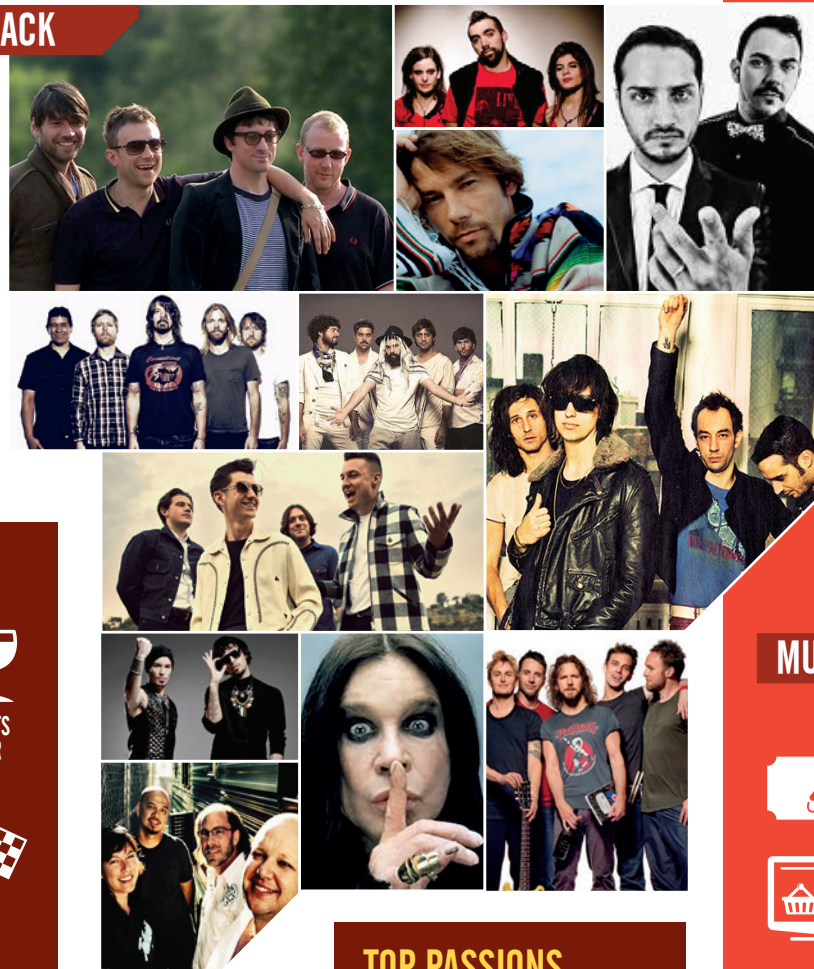
THE SOUNDTRACK

GENRES

HARD ROCK
HEAVY METAL
INDIE ROCK
ALTERNATIVE ROCK
ACOUSTIC
ELECTRONIC

MOODS

HARD
EXPERIMENTAL
AGGRESSIVE
SOPHISTICATED
REBELLIOUS
INNOVATIVE



HOBBIES



PLAYING GUITAR



PLAY / SING IN A BAND



WATCHING SPORTS GAMES AT A BAR



GOING TO CONCERTS & FESTIVALS



GOING FOR A RUN



CARS / MOTORCYCLES

PERSONALITY

RECKLESS | ARTISTIC | TECH SAVVY | AMBITIOUS | STRONG-WILLED | ADVENTUROUS | ENERGETIC | STYLISH

PRIORITIES

HAVING GOOD / HIGH QUALITY AUDIO EQUIPMENT | REBELLING AGAINST AUTHORITY | CHALLENGING THEMSELVES | BEING AWARE OF GLOBAL NEWS & EVENTS | KNOWING ABOUT ART & CULTURE | OWNING THE LATEST GADGETS

TOP PASSIONS



MUSIC



FOOTBALL



EXERCISING



TECHNOLOGY



PHOTOGRAPHY

ARTISTS

ERUCA SATIVA
BLUR
ILLYA KURYAKI
THE STROKES
CUENTOS BORGEANOS
PEARL JAM
OZZY OSBOURNE
JAMIROQUAI
ARCTIC MONKEYS
ONDA VAGA
THE PIXIES
FOO FIGHTERS

MUSIC DISCOVERY



WATCHING ARTISTS AT CONCERTS / GIGS OR FESTIVALS



BROWSING RETAILER WEBSITES



VISITING OFFICIAL ARTIST WEBSITES

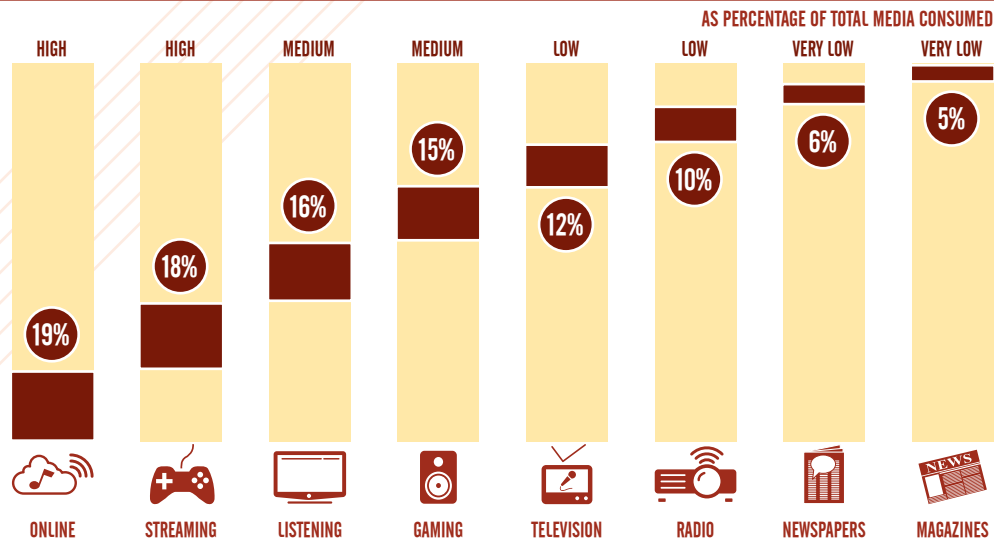


RECOMMENDATION BY ANOTHER ARTIST YOU LIKE



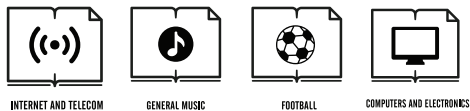
MUSIC PLAYED IN CLUBS / BARS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



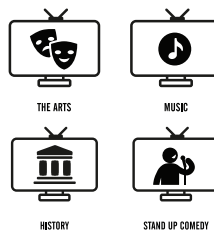
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



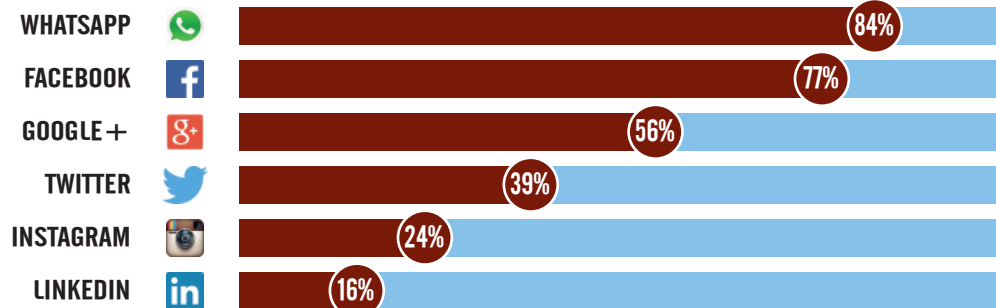
ENGAGEMENT PRINCIPLES



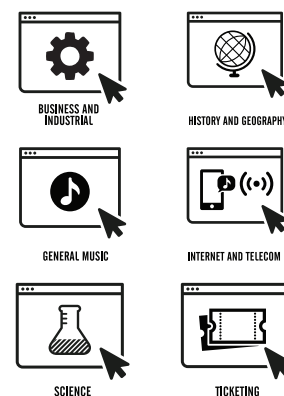
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

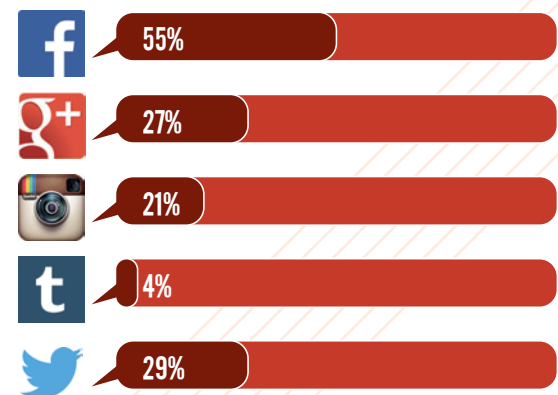
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **34%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH "BEHIND THE SCENES" MUSIC CONTENT

WATCH FOOTAGE OF ARTISTS IN THE RECORDING STUDIO

WATCH LIVE MUSIC PERFORMANCES

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

92%



FACEBOOK

75%



VEVO

34%

MUSIC STREAMING

USE A PAID SERVICE **16%**

USE A FREE SERVICE **22%**

TOP SERVICES USED IN THE LAST 12 MONTHS



38%



9%



8%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	74%
DIGITAL ALBUMS	34%
DIGITAL SINGLES	21%
VINYL RECORDS	37%
CONCERT / FESTIVAL TICKETS	36%
ARTIST MERCHANDISE	41%
MOBILE MUSIC APPS	46%

FREE

DIGITAL ALBUMS	68%
DIGITAL SINGLES	56%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	345	172
DIGITAL ALBUMS	162	67
DIGITAL SINGLES	255	105
VINYL RECORDS	105	33
CONCERT / FESTIVAL TICKETS	640	295
ARTIST MERCHANDISE	159	48
MOBILE MUSIC APPS	131	51

PLAYLISTS

USE PLAYLISTS REGULARLY

57%

+

USE PLAYLISTS OCCASIONALLY

19%

+

NEVER USE PLAYLISTS

23%

+

BRANDS

Pioneer

B
BENSIMON

SENNHEISER

AIRBORN

Gibson

andes
Líneas Aéreas

B&W
Bowers & Wilkins

JACK DANIEL'S
Tennessee
HONEY

DIESEL

B
new balance

Imperial

Fender

paddle
watch

ALTO
PALERMO

RALPH LAUREN

RETAILERS EXCLUDING STREAMING SERVICES

M
MUSIMUNDO

MUSIMUNDO

58%

M
www.musimundo.com

MUSIMUNDO.COM

46%

Yenny

YENNY - EL ATENED

28%

Personal

PERSONAL MUSICA

18%

iTunes

ITUNES

16%

Carrefour

CARREFOUR

16%

SEGMENT 09 FANATICS

SEGMENTNAME

AGE 30 - 44

GENDER



0%
MALE



100%
FEMALE

POPULATION



543,100

TYPICAL EMPLOYMENT STATUS

Working full time / Working part time

TYPICAL HOUSEHOLD STATUS

Live with partner (and children)



MUSIC SUMMARY

This segment is versatile, dipping in to many genres such as jazz and funk, then popping on some indie and electro pop. They like sophisticated and soulful music, something to warm the cockles while they are going about the daily mundane routines. They'll stream videos on YouTube and buy the CD or digital album if the song reaches them. They find new music through visiting artist websites and reading music reviews or from the good old-fashioned stage. These ladies have probably subscribed to a few magazines with a music section to keep in the know and ahead of the times. They've got an awful lot on their plates but still find time to listen to and play music for nourishment of the mind and soul.

AUDIENCE SUMMARY

This group of women are spiritual, artistic and organized. They appreciate all forms of art, from photographed to written to musical, and they'll spend time and money to see and hear it. Often musicians and artists themselves, they'll get involved in the art too. This segment is versatile, dipping in to many genres such as jazz and funk, then popping on some indie and electro pop. They like sophisticated and soulful music, something to warm the cockles while they are going about the daily mundane routines. They'll stream videos on YouTube and buy the CD or digital album if the song reaches them. They find new music through visiting artist websites and reading music reviews or from the good old-fashioned stage.

THE SOUNDTRACK

GENRES

INDIE POP
ELECTRO POP
ACOUSTIC
JAZZ
SOUL
FUNK

MOODS

FUNKY
COMPLEX
SOPHISTICATED
SPIRITUAL
INTELLIGENT
SOULFUL

HOBBIES



GOING TO CONCERTS
& FESTIVALS



SEEING PLAYS /
MUSICALS



ENTERTAIN / HOST
PARTIES AT HOME



MUSEUMS & ART
GALLERIES



FASHION / CLOTHES



PHOTOGRAPHY

PERSONALITY

ARTISTIC | FASHION CONSCIOUS | SELF RELIANT | ORGANIZED |
CHARITABLE | SPIRITUAL | VIVACIOUS | OPEN MINDED

PRIORITIES

KEEPING YOUTHFUL LOOKS | HAVING A LOT OF FRIENDS | EATING / BUYING
ORGANIC PRODUCTS | CHALLENGING THEMSELVES | CARING ABOUT SOCIETY |
KNOWING ABOUT ART & CULTURE

TOP PASSIONS



MUSIC



BOOKS



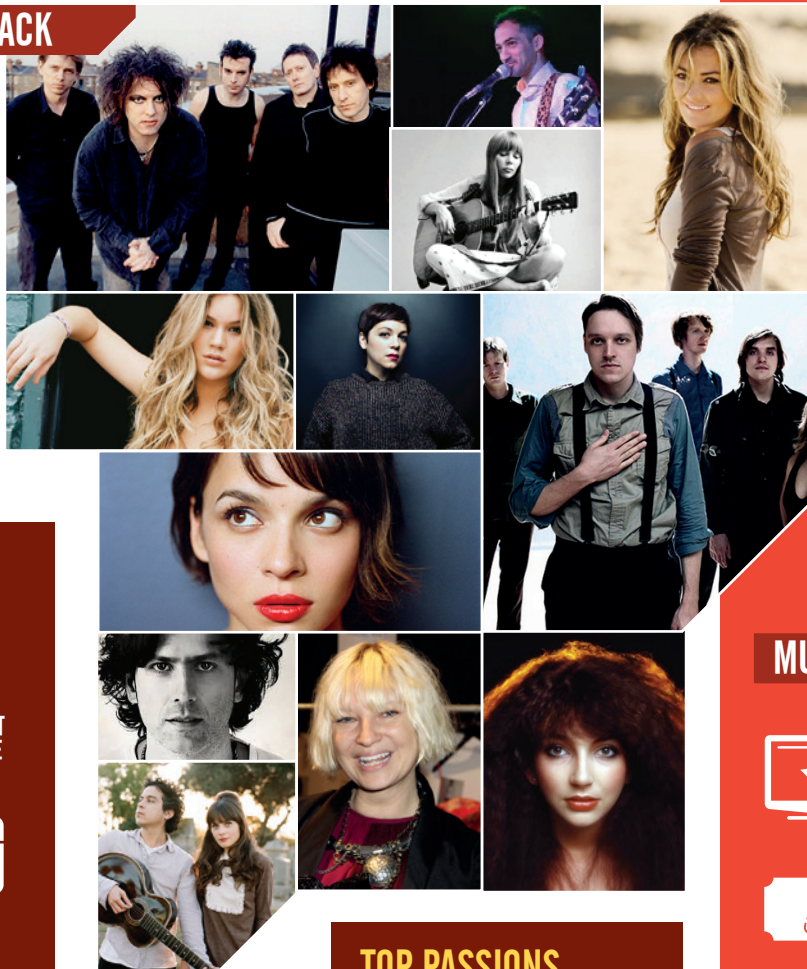
FOOD & DRINK



CAREER



FASHION



ARTISTS

JOSS STONE
SHE & HIM
NATALIA LAFOURCADE
ARCADE FIRE
MARIANO OTERO
JONI MITCHELL
AMAIA MONTERO
NORAH JONES
COTI
SIA
KATE BUSH
THE CURE

MUSIC DISCOVERY



VISITING OFFICIAL ARTIST
WEBSITES



WATCHING ARTISTS AT
CONCERTS / GIGS OR
FESTIVALS



MUSIC PLAYED IN CLUBS
/ BARS

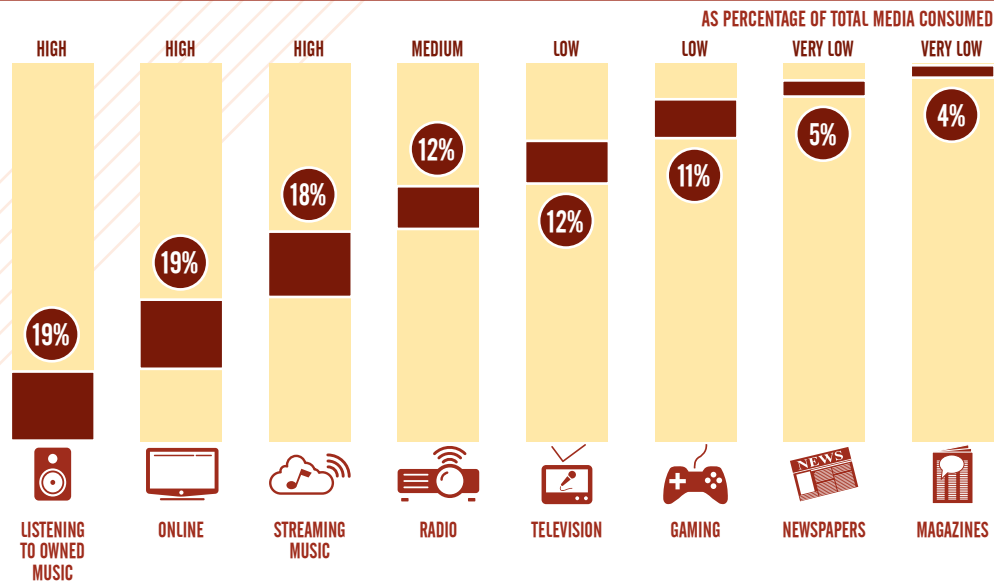


REVIEWS OF MUSIC /
LIVE APPEARANCES ON
THE INTERNET



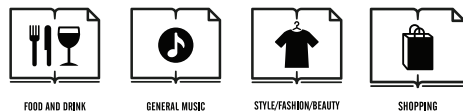
INTERVIEWS IN
MAGAZINES /
NEWSPAPERS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



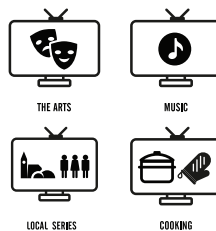
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



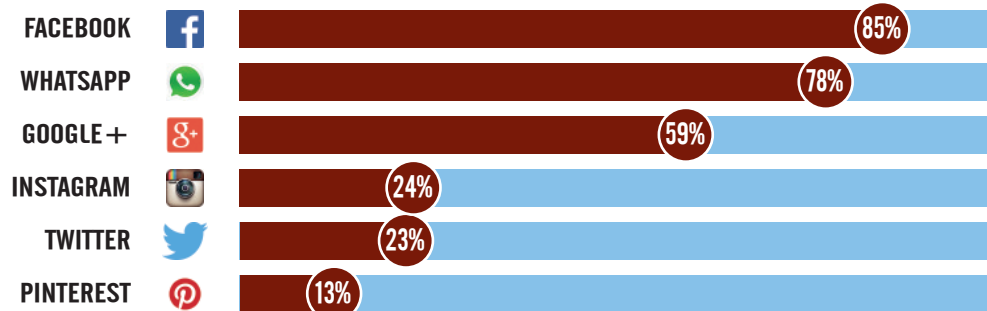
ENGAGEMENT PRINCIPLES



Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

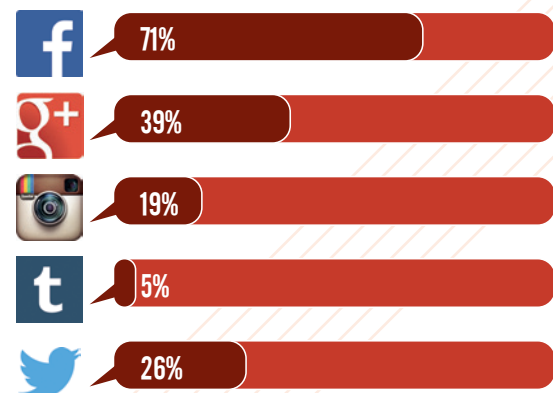
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **37%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH INTERVIEWS WITH MUSIC ARTISTS

WATCH BIOGRAPHIES / DOCUMENTARIES ABOUT MUSIC ARTISTS

WATCH FULL TV PROGRAMMES OR FILMS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

90%



FACEBOOK

82%



VEVO

26%

MUSIC STREAMING

USE A PAID SERVICE **8%**

USE A FREE SERVICE **31%**

TOP SERVICES USED IN THE LAST 12 MONTHS



33%



13%



5%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	73%
DIGITAL ALBUMS	22%
DIGITAL SINGLES	18%
VINYL RECORDS	25%
CONCERT / FESTIVAL TICKETS	43%
ARTIST MERCHANDISE	48%
MOBILE MUSIC APPS	42%

FREE

DIGITAL ALBUMS	69%
DIGITAL SINGLES	61%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	286	172
DIGITAL ALBUMS	128	67
DIGITAL SINGLES	185	105
VINYL RECORDS	115	33
CONCERT / FESTIVAL TICKETS	530	295
ARTIST MERCHANDISE	95	48
MOBILE MUSIC APPS	81	51

MOBILE USAGE

MOBILE DEVICE USERS

96%

MOBILE DEVICE OS USED

 **56%**

 **6%**

OTHER **37%**

PLAYLISTS

USE PLAYLISTS REGULARLY

48%

+

USE PLAYLISTS OCCASIONALLY

32%

+

NEVER USE PLAYLISTS

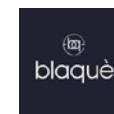
20%

+

BRANDS

jazmin chebar

uma

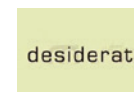


PRÛNE

MAC



Mimo & Co



Canon



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

52%



ARTIST'S OWN OFFICIAL WEBSITE

23%



MUSIMUNDO.COM

34%



ITUNES

15%



YENNY - EL ATENED

29%



PERSONAL MUSICA

12%

SEGMENT 10 FANATICS

SEGMENTNAME

AGE 45+

GENDER



POPULATION



TYPICAL EMPLOYMENT STATUS

Working full time / Working part time

TYPICAL HOUSEHOLD STATUS

Live alone / Live with partner (and children)

MUSIC SUMMARY

At their age, this segment have the disposable income to shell out on hi-fi tech to enjoy their music at home and abroad, and they won't hesitate to spend it. They listen to a mixture of folk, blues, and classic rock, mixing it up from time to time with country and jazz. Their music library is a catalogue of decades of music collecting. Downtime is spent listening to music that displays personality and has a big impact. Social media is no longer just for kids but they do stay tuned into music mainly via already treasured artist recommendations, emails from music companies and the good old-fashioned stage. These long-standing experts will make up their own minds based on the quality of the artist's performance and character.

AUDIENCE SUMMARY

This segment's music taste is varied and old school. Their music library is a catalogue of decades of music collecting. They listen to a mixture of folk, blues, and classic rock, mixing it up from time to time with country and jazz. They'll spend time listening to music that displays personality and has a big impact. They get out of the house, heading to going on walks, seeing ballets and attending festivals. Social media is no longer just for kids but they do stay tuned into music mainly via already treasured artist recommendations, emails from music companies and the good old-fashioned stage. These long-standing experts will make up their own minds based on the quality of the artist's performance and character.

THE SOUNDTRACK

GENRES

CLASSIC ROCK / SOUL
BLUES
SINGER SONGWRITER
FOLK
JAZZ
COUNTRY

MOODS

PASSIONATE
TIMELESS
MELANCHOLY
EXPERIMENTAL
EXPRESSIVE
INTELLIGENT

HOBBIES



PLAYING MUSICAL INSTRUMENTS



VOLUNTEERING FOR CHARITY



WALKS / HIKING



GO TO OPERA / BALLET / SYMPHONY



CRAFTS



GOING TO CONCERTS & FESTIVALS

PERSONALITY

REFINED | COSMOPOLITAN | CONTENT | CONFIDENT | ARTISTIC |
HEALTH CONSCIOUS | SOCIABLE | SOCIALLY CONSCIOUS

PRIORITIES

BEING POLITICALLY AWARE | HAVING GOOD / HIGH QUALITY AUDIO EQUIPMENT
| BEING AWARE OF GLOBAL NEWS & EVENTS | EATING / BUYING ORGANIC PRODUCTS | KNOWING ABOUT ART & CULTURE | CARING ABOUT SOCIETY

TOP PASSIONS



MUSIC



TRAVELLING



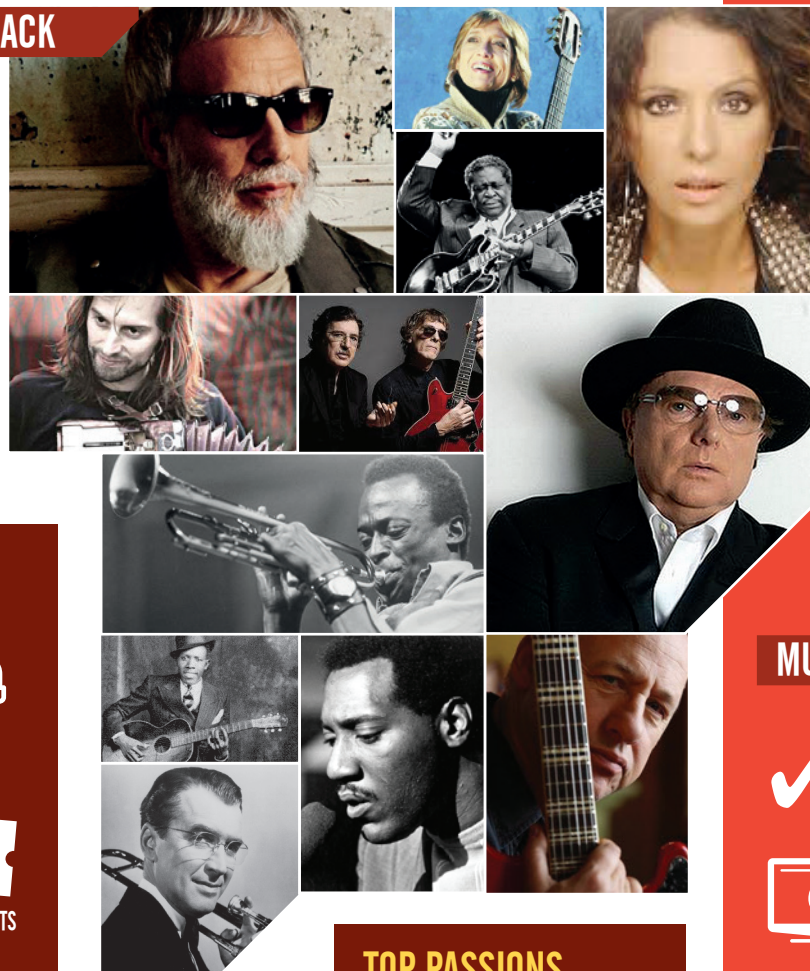
ARTS & CRAFTS



PHOTOGRAPHY



POLITICS & CURRENT AFFAIRS



ARTISTS

TERESA PARODI
CAT STEVENS
OTIS REDDING
B.B. KING
VAN MORRISON
PATRICIA SOSA
MILES DAVIS
ROBERT JOHNSON
GLENN MILLER
LUIS SPINETTA
MARK KNOPFLER
CHANGO SPASIUK

MUSIC DISCOVERY



RECOMMENDATION BY EXPERTS (DJs, JOURNALISTS, BLOGGERS)



EMAILS FROM MUSIC COMPANIES, STORES OR ARTISTS



WATCHING ARTISTS AT CONCERTS/ GIGS OR FESTIVALS

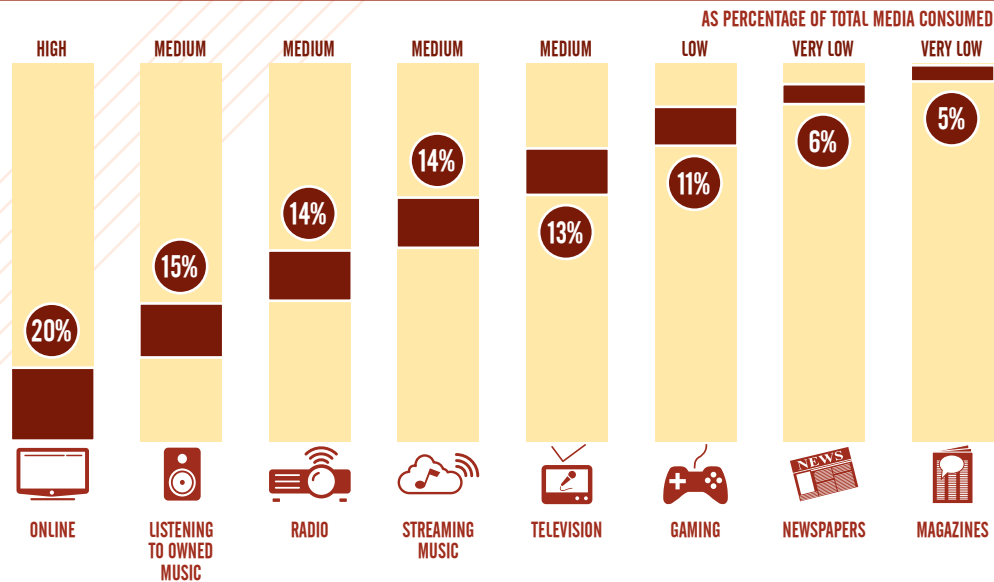


LIVE PERFORMANCES ON TV



REVIEWS OF MUSIC / LIVE APPEARANCES IN MAGAZINES / NEWSPAPERS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



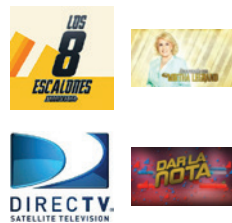
RADIO STATIONS



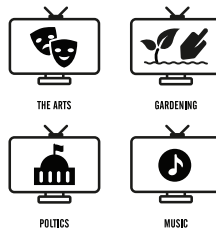
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



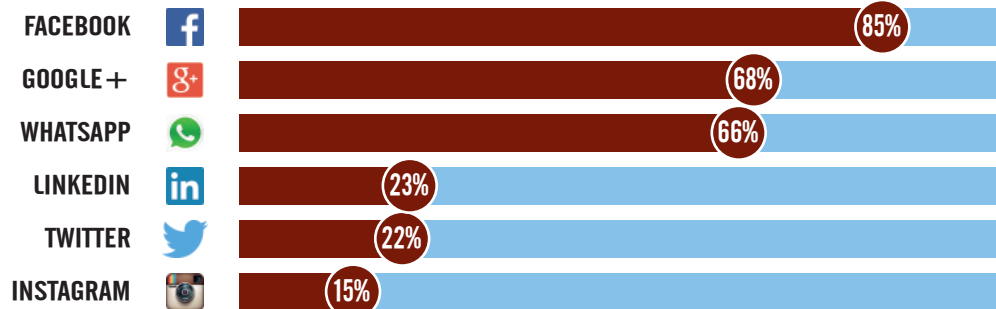
ENGAGEMENT PRINCIPLES



Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

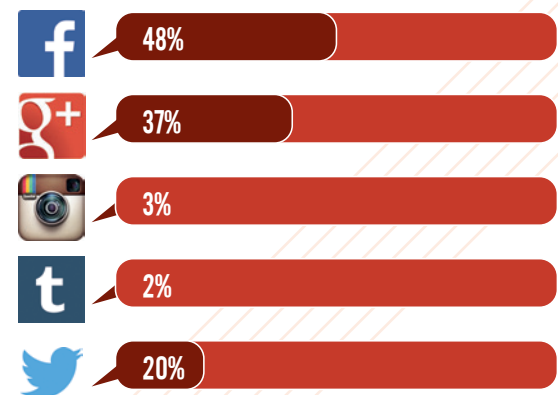
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **24%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH "ARCHIVE" MUSIC FOOTAGE

WATCH FOOTAGE OF ARTISTS IN THE RECORDING STUDIO

WATCH LIVE MUSIC PERFORMANCES

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

83%



FACEBOOK

75%



CUEVANA.TV

15%

MUSIC STREAMING



TOP SERVICES USED IN THE LAST 12 MONTHS



15%



7%



4%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	76%
DIGITAL ALBUMS	22%
DIGITAL SINGLES	20%
VINYL RECORDS	24%
CONCERT / FESTIVAL TICKETS	28%
ARTIST MERCHANDISE	36%
MOBILE MUSIC APPS	30%

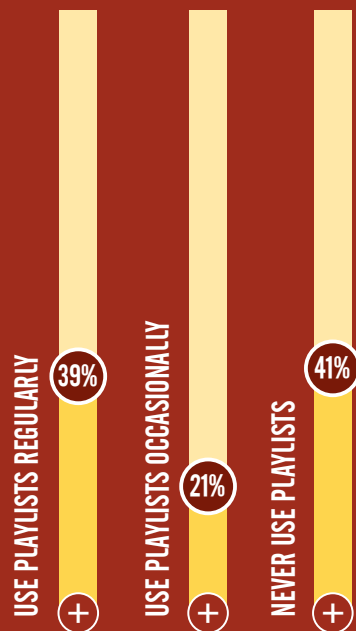
FREE

DIGITAL ALBUMS	56%
DIGITAL SINGLES	65%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	344	172
DIGITAL ALBUMS	121	67
DIGITAL SINGLES	151	105
VINYL RECORDS	98	33
CONCERT / FESTIVAL TICKETS	509	295
ARTIST MERCHANDISE	120	48
MOBILE MUSIC APPS	93	51

PLAYLISTS



MOBILE USAGE

MOBILE DEVICE USERS

91%

MOBILE DEVICE OS USED

 **57%**

 **5%**

OTHER **41%**

BRANDS



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

51%



ARTIST'S OWN OFFICIAL WEBSITE

24%



MUSIMUNDO.COM

31%



CLARO MUSICA

15%



YENNY - EL ATENED

25%



MOVISTAR MUSICA

14%

ENTHUSIASTS



SEGMENT 11 ENTHUSIASTS

SEGMENTNAME

AGE 15 – 24

GENDER



POPULATION



TYPICAL EMPLOYMENT STATUS

Working full time / Working part time /
Full time student

TYPICAL HOUSEHOLD STATUS

Live with parent(s)



MUSIC SUMMARY

When charging up the half pipe or doing 360s off of skateboarding rails, they need the pumping beats in their headphones for fuel. Luckily they can get this high-octane buzz from a range of musical genres from rap and reggaeton, to alt rock, electro and hip hop. Highly sociable and tech savvy, they find out the latest tunes from friends or social media posts. They are responsible for a large part of the views of the latest viral video, passing their devices around to friends and sharing it online. They like instant gratification so will stream and download their music based on mentions online and YouTube links sent by friends. New music can be picked up from their video games and by browsing retailer websites.

AUDIENCE SUMMARY

These confident, young guys are hardcore when it comes to music and gaming, on and off screen. They live for adventure and adrenaline, whether it's playing extreme sports or leveling up on Xbox, and they prefer to do it with their friends. When charging up the half pipe or doing 360s off of skateboarding rails, they need the pumping beats in their headphones for fuel. Highly sociable and tech savvy, they find out the latest tunes from friends or social media posts. They are responsible for a large part of the views of the latest viral video, passing their devices around to friends and sharing it online. They like instant gratification so will stream and download their music based on mentions online and YouTube links sent by friends.

THE SOUNDTRACK

GENRES

ELECTRONIC
RAP
HIP-HOP
REGGAETON
EDM
ALTERNATIVE ROCK

MOODS

HARD
ELECTRONIC
NOISY
FUTURISTIC
POWERFUL
EXCITING

HOBBIES



PLAYING GAMES ON A
CONSOLE



LISTENING TO
PODCASTS



WATCHING VIRAL
VIDEOS ONLINE



EXTREME SPORTS



USING APPS ON
MOBILE DEVICES



DRINKING WITH
FRIENDS

PERSONALITY

TECH SAVVY | FUNNY | AMBITIOUS | REBELLIOUS | EASILY
DISTRACTED | STATUS SEEKING | OUTRAGEOUS | EXHIBITIONIST

PRIORITIES

HAVING A LOT OF FRIENDS | OWNING THE LATEST GADGETS | LEADING AN
EXCITING LIFE | EARNING LOTS OF MONEY | STAYING AHEAD OF TECHNOLOGY
| LIVING FOR THE WEEKEND

TOP PASSIONS



MUSIC



FOOTBALL



INTERNET



VIDEO GAMES



TECHNOLOGY



ARTISTS

SKRILLEX
J BALVIN
MARTIN GARRIX
FARRUKO
NICKY JAM
GUASONES
ZEDD
J ALVAREZ
SNOOP DOGG
JASON DERULO
LOS BONNITOS
CUARTETO DE NOS

MUSIC DISCOVERY



MENTIONS ONLINE / ON
SOCIAL MEDIA BY OTHER
FANS



YOUTUBE LINKS SENT TO
YOU BY FRIENDS



MUSIC PLAYED IN VIDEO
GAMES

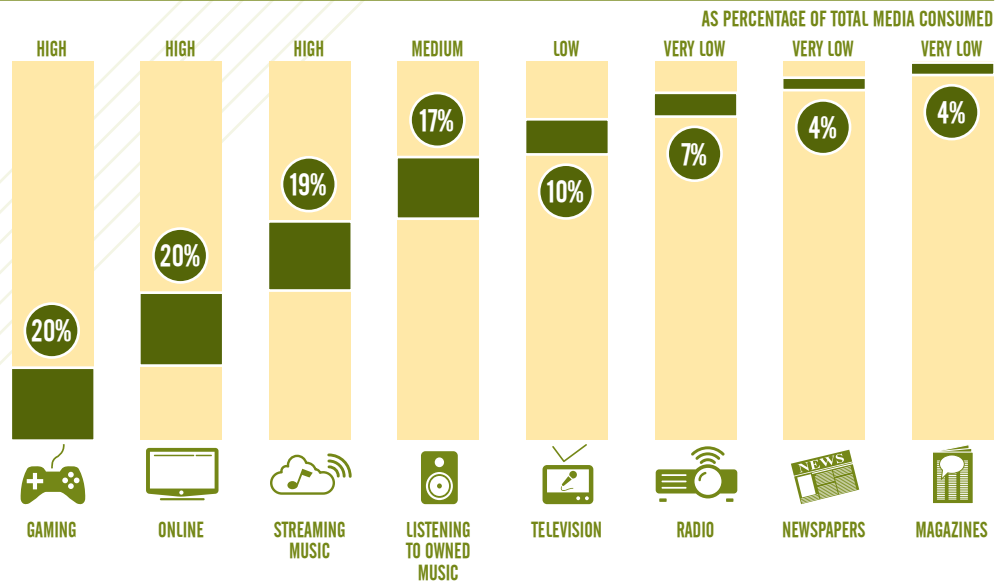


BANNER ADVERTS OR
HOME PAGE PROMOTIONS
ON A MUSIC STREAMING
SERVICE



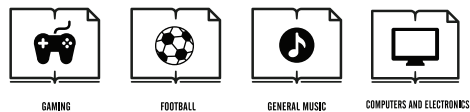
MUSIC PLAYED IN CLUBS
/ BARS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



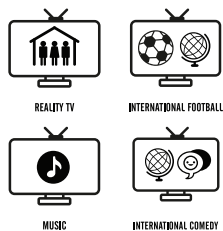
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



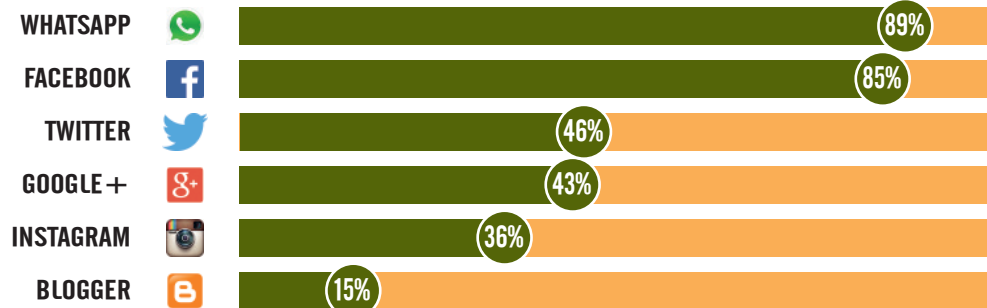
ENGAGEMENT PRINCIPLES



Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

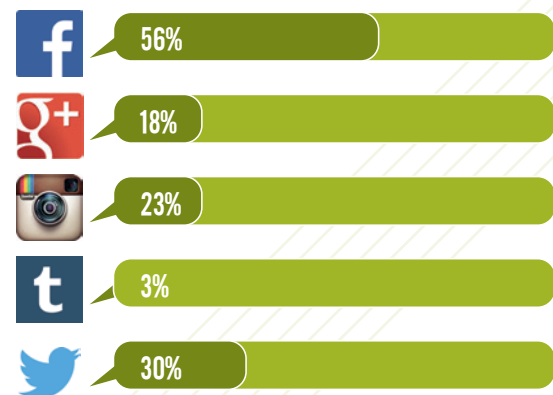
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **48%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH VLOGS

LOOK AT THE "RECOMMENDED" CHANNELS

LIKE / DISLIKE VIDEOS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

93%



FACEBOOK

78%



VEVO

30%

MUSIC STREAMING

USE A PAID SERVICE **15%**

USE A FREE SERVICE **37%**

TOP SERVICES USED IN THE LAST 12 MONTHS



35%



14%



7%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

		AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	59%	176	172
DIGITAL ALBUMS	27%	97	67
DIGITAL SINGLES	17%	137	105
VINYL RECORDS	23%	40	33
CONCERT / FESTIVAL TICKETS	47%	350	295
ARTIST MERCHANDISE	48%	108	48
MOBILE MUSIC APPS	45%	72	51

FREE

DIGITAL ALBUMS	62%
DIGITAL SINGLES	61%

AVERAGE SPEND

PLAYLISTS

USE PLAYLISTS REGULARLY

57%

+

USE PLAYLISTS OCCASIONALLY

22%

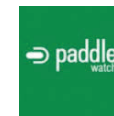
+

NEVER USE PLAYLISTS

21%

+

BRANDS



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

41%



CLARO MUSICA

18%



MUSIMUNDO.COM

34%



ITUNES

18%



CARREFOUR

19%



PERSONAL MUSICA

16%

SEGMENT 12 ENTHUSIASTS

SEGMENTNAME

AGE 15 – 24

GENDER



POPULATION



TYPICAL EMPLOYMENT STATUS

Full time student

TYPICAL HOUSEHOLD STATUS

Live with parent(s)



MUSIC SUMMARY

Music is as much a part of this segment's social life as current looks and trends. They use music to connect with their hoards of friends and if they have any money left over from shopping they'll attend a live show too. They want to look good while they climb the ladder, socially and at work, so they need regular new hot tracks to keep them focused. This segment emulates their artist and celebrity idols by following them on Instagram and Twitter. They like their music inspiring, expressive and sexy, something to which they can daydream about dancing with their crush or jump around with their friends. These girls like instant gratification so will stream their music based on who they're digging at a local gig.

AUDIENCE SUMMARY

These young girls are driven by clothes, music and social networking on and offline. They want to look good while they climb the ladder, socially and at work, so they need regular new hot tracks to keep them focused. Looking their best while they are out shopping or scanning the crowd for boys at a festival is not just a hobby, it's a lifestyle. They emulate their artist and celebrity idols by following them on Instagram and Twitter. They like their music inspiring, expressive and sexy, something to which they can daydream about dancing with their crush or jump around with their friends. These girls like instant gratification so will stream their music based on who they're digging at a local gig.

THE SOUNDTRACK

GENRES

INDIE POP
ELECTRO POP
HIP-HOP
RAP
REGGAETON

MOODS

EXPRESSIVE
CLEVER
INNOVATIVE
SEXY
INSPIRING
PASSIONATE

HOBBIES



FASHION / CLOTHES



DANCING / CLUBBING



GOING TO CONCERTS
& FESTIVALS



PHOTOGRAPHY



PAINTING / DRAWING



KARAOKE

PERSONALITY

SARCASTIC | THRILL SEEKING | IRONIC | IMAGINATIVE |
MYSTERIOUS | FASHION CONSCIOUS | ARTISTIC | LIBERAL

PRIORITIES

STAYING AHEAD OF FASHION | NOT GETTING TIED DOWN WITH RELATIONSHIPS
JUST YET | LEADING AN EXCITING LIFE | GETTING AHEAD IN THEIR CAREER |
HAVING A LOT OF FRIENDS | THEIR APPEARANCE

TOP PASSIONS



MUSIC



FASHION



SOCIAL NETWORKING



FOOD & DRINK



PHOTOGRAPHY

ARTISTS

5 SECONDS OF SUMMER
SIA
HOZIER
DRAKE
MAGIC!
J BALVIN
INFIerno 18
NICKY JAM
ARIANA GRANDE
JASON MRAZ
FARRUKO
SAM SMITH

MUSIC DISCOVERY



MENTIONS ONLINE / ON
SOCIAL MEDIA BY OTHER
FANS



MUSIC PLAYED IN CLUBS
/ BARS



PLAYLISTS ON A MUSIC
STREAMING SERVICE

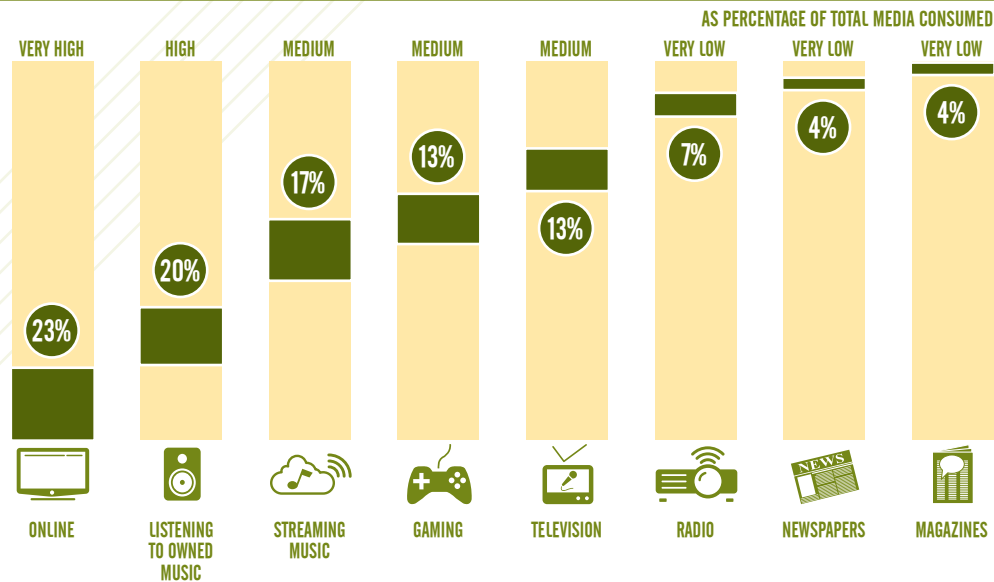


LIVE PERFORMANCES AT
GIGS / FESTIVALS



SEEING WHO YOUR
FAVOURITE ARTISTS /
CELEBRITIES FOLLOW ON
INSTAGRAM / TWITTER

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



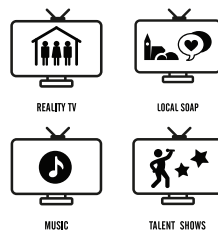
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



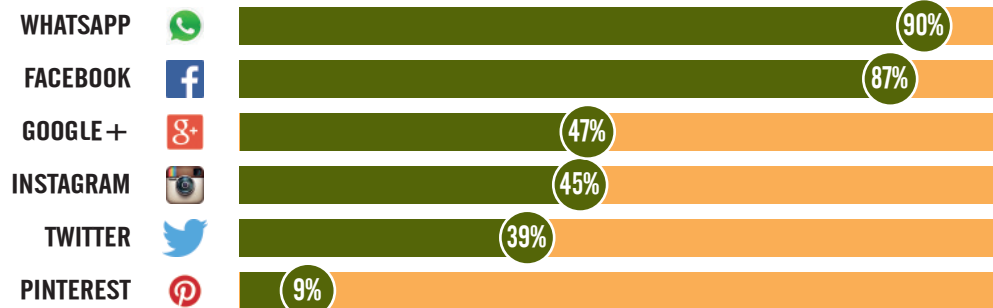
ENGAGEMENT PRINCIPLES



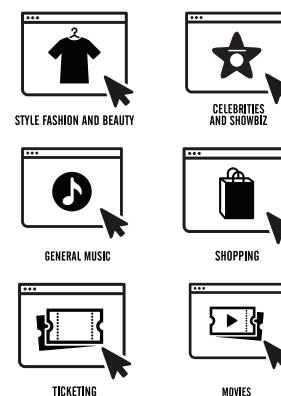
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

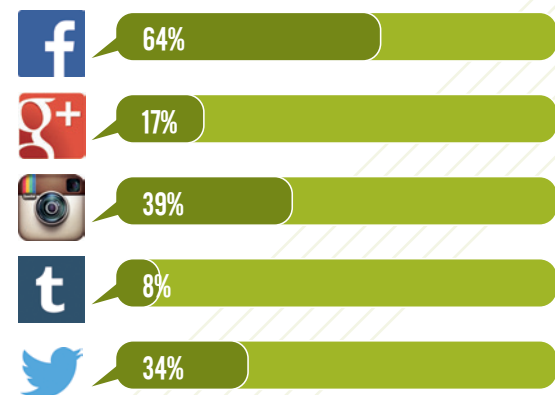
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE



43% USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH FASHION LOOKBOOKS

SUBSCRIBE TO VLOGS

WATCH INTERVIEWS WITH MUSIC ARTISTS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

94%



FACEBOOK

86%



CUEVANA.TV

26%

MUSIC STREAMING

USE A PAID SERVICE **9%**

USE A FREE SERVICE **29%**

TOP SERVICES USED IN THE LAST 12 MONTHS



31%



13%



6%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	60%
DIGITAL ALBUMS	19%
DIGITAL SINGLES	8%
VINYL RECORDS	16%
CONCERT / FESTIVAL TICKETS	33%
ARTIST MERCHANDISE	43%
MOBILE MUSIC APPS	29%

FREE

DIGITAL ALBUMS	72%
DIGITAL SINGLES	65%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	152	172
DIGITAL ALBUMS	61	67
DIGITAL SINGLES	146	105
VINYL RECORDS	18	33
CONCERT / FESTIVAL TICKETS	390	295
ARTIST MERCHANDISE	77	48
MOBILE MUSIC APPS	46	51

MOBILE USAGE

MOBILE DEVICE USERS

97%

MOBILE DEVICE OS USED

61%
ANDROID

7%
iOS

35%
OTHER

PLAYLISTS

USE PLAYLISTS REGULARLY

51%

USE PLAYLISTS OCCASIONALLY

24%

NEVER USE PLAYLISTS

25%

BRANDS

i♥47 street!

H&M



ABSOLUT.

COM PLOT®
COM.PLOT.COM.AR

L'ORÉAL



SMIRNOFF

NIVEA

John Foss



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

34%



MUSIMUNDO.COM

28%



CLARO MUSICA

16%



YENNY - EL ATENEO

15%



MOVISTAR MUSICA

10%



PERSONAL MUSICA

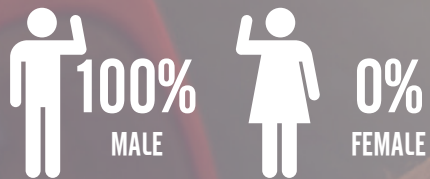
9%

SEGMENT 13 ENTHUSIASTS

SEGMENTNAME

AGE 25-34

GENDER



POPULATION



TYPICAL EMPLOYMENT STATUS

Working full time / Working part time

TYPICAL HOUSEHOLD STATUS

Live with parent(s) / Live with partner / Live with partner (and children)



MUSIC SUMMARY

Part rocker part electro/hip-hopper, this segment of guys is cool with an edge. They have a passion for entertainment and can't resist a movie with an awesome soundtrack to get them pumped. This segment enjoys music that sounds epic to make them feel rebellious and powerful. Rock and hip hop will fuel their fire, and they'll plug into electro and punk to go hard in the gym. They'll pick up new tracks from advertisements online or posted around the boundaries of their favourite team's home pitch. They aren't overly fussed with what experts have to say about their tunes but they do appreciate an artist who is high profile and they'll buy a CD or digital album when they've fallen in true music love.

AUDIENCE SUMMARY

Part rocker part electro/hip-hopper, this segment of guys is cool with an edge. They have a passion for entertainment and can't resist a movie with an awesome soundtrack to get them pumped. When they're not plugged into their gaming consoles they're calling up their buddies for a beer to chat football or absorbing YouTube videos shared around the squad. This group is intent on getting ahead in their careers, keeping in-the-know on the up-to-the-minute sports gossip and reading reviews on the latest gadgets. They strive to lead an exciting life and film it all on the coolest new tech. They'll pick up new tracks from advertisements online or posted around the boundaries of their favourite team's home pitch.

THE SOUNDTRACK

GENRES

HARD ROCK
ALTERNATIVE ROCK
PUNK
HIP-HOP
REGGAE / SKA
ELECTRONIC

MOODS

EPIC
REBELLIOUS
POWERFUL
AGGRESSIVE
ANGRY
COMPLEX



ARTISTS

KINGS OF LEON
JACK WHITE
DAFT PUNK
CUENTOS BORGEANOS
AFROJACK
FOO FIGHTERS
KASABIAN
AXWELL
BLUR
TIËSTO
RED HOT CHILI PEPPERS
FRANZ FERDINAND

HOBBIES



EXTREME SPORTS



FOOTBALL



PLAYING GAMES ON A
CONSOLE



PLAYING SPORTS



DRINKING WITH
FRIENDS



CARS /
MOTORCYCLES

PERSONALITY

ADVENTUROUS | **TECH SAVVY** | **EXHIBITIONIST** | **RECKLESS** |
STATUS SEEKING | **OPEN MINDED** | **CREATIVE** | **ENERGETIC**

PRIORITIES

OWNING THE LATEST GADGETS | **HOW THEIR SPORTS TEAMS ARE DOING** |
HAVING A LOT OF FRIENDS | **CHALLENGING THEMSELVES** | **GETTING AHEAD IN**
THEIR CAREER | **LEADING AN EXCITING LIFE**

TOP PASSIONS



MUSIC



FOOTBALL



CINEMA / MOVIES



EXERCISING



VIDEO GAMES

MUSIC DISCOVERY



ADVERTS ONLINE



BROWSING RETAILER
WEBSITES



ADVERTS AT SPORTS
VENUES

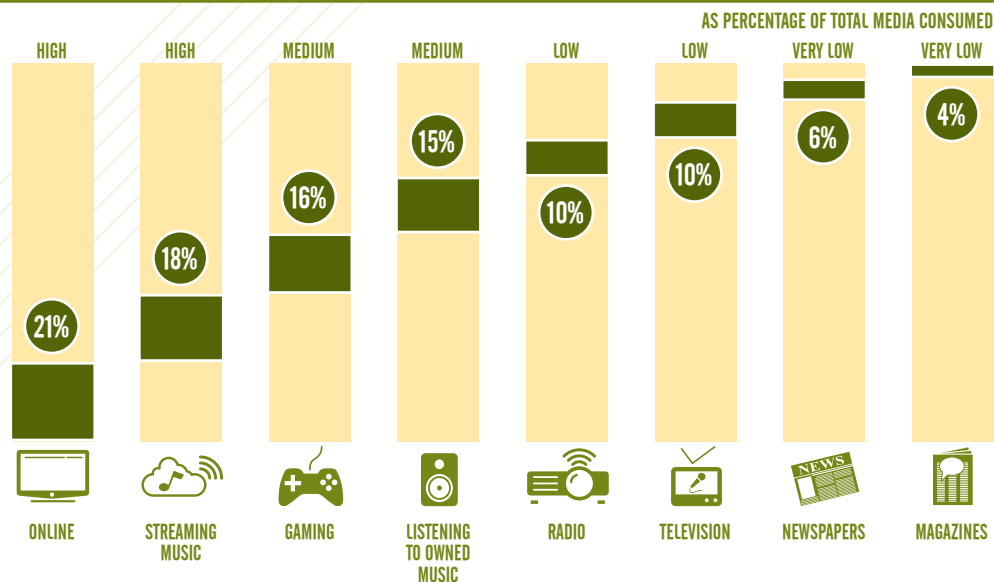


YOUTUBE LINKS SENT TO
YOU BY FRIENDS



USING SHAZAM TO
IDENTIFY SONGS
AND FIND NEW
RECOMMENDATIONS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



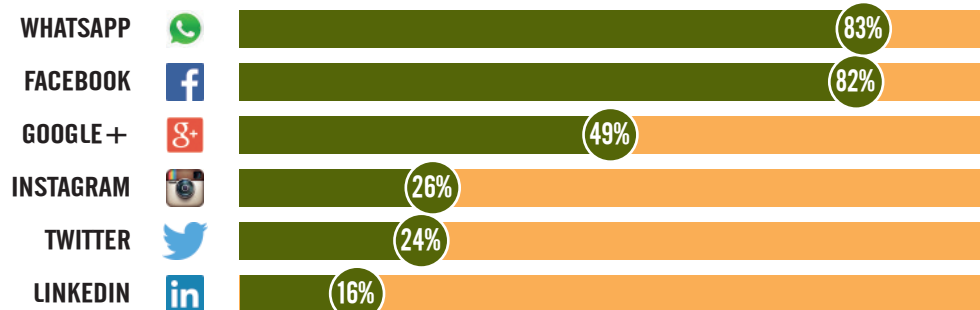
ENGAGEMENT PRINCIPLES



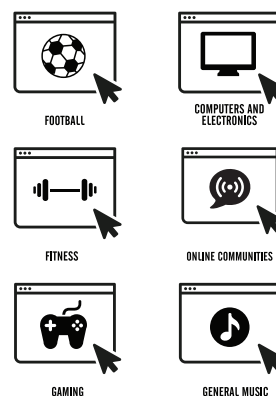
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

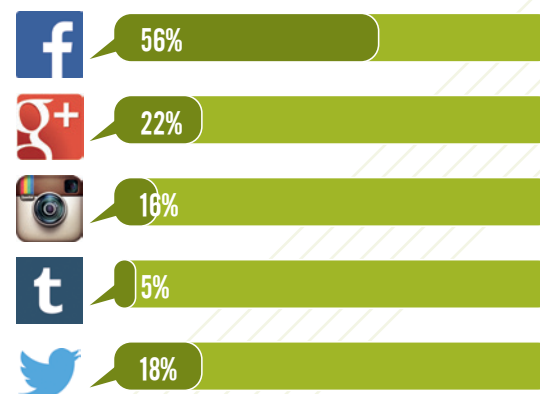
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **37%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

COMMENT ON VIDEOS

WATCH "BEHIND THE SCENES" MUSIC CONTENT

SUBSCRIBE TO CHANNELS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

94%



FACEBOOK

74%



VEVO

38%

MUSIC STREAMING

USE A PAID SERVICE **17%**

USE A FREE SERVICE **31%**

TOP SERVICES USED IN THE LAST 12 MONTHS



33%



8%



5%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

		AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	67%	232	172
DIGITAL ALBUMS	33%	103	67
DIGITAL SINGLES	22%	118	105
VINYL RECORDS	23%	47	33
CONCERT / FESTIVAL TICKETS	36%	554	295
ARTIST MERCHANDISE	40%	80	48
MOBILE MUSIC APPS	44%	54	51

FREE

DIGITAL ALBUMS	66%
DIGITAL SINGLES	61%

MOBILE USAGE

MOBILE DEVICE USERS

98%

MOBILE DEVICE OS USED



ANDROID

62%



iOS

7%

OTHER **40%**

AVERAGE SPEND

PLAYLISTS

USE PLAYLISTS REGULARLY

47%

+

USE PLAYLISTS OCCASIONALLY

28%

+

NEVER USE PLAYLISTS

25%

+

BRANDS



SONY



PlayStation.

Calvin Klein



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

44%



ITUNES

18%



MUSIMUNDO.COM

27%



ARTIST'S OWN OFFICIAL WEBSITE

14%



YENNY - EL ATENED

21%



PERSONAL MUSICA

11%

SEGMENT 14 ENTHUSIASTS

SEGMENTNAME

AGE 25-34

GENDER



0%
MALE



100%
FEMALE

POPULATION



753,400

TYPICAL EMPLOYMENT STATUS

Working full time / Working part time

TYPICAL HOUSEHOLD STATUS

Live with partner / Live with partner (and children)



MUSIC SUMMARY

These ladies are organized and level headed but like to have their fun. They are energetic, imaginative individuals, carefully selecting music from their libraries just as they pick out what to wear in the morning. For them music and clothes determine their personality, and it can change from day to day. A range of music genres will guide them through their week, from indie pop and rock smashers to reggae chill and acoustic melodies. These girls have one eye on the dance floor and one on the festival line up on the wall, they're girly with an alternative edge. They discover new music by surfing mentions on social media and picking up catchy tunes in bars and clubs.

AUDIENCE SUMMARY

These cool chicks are just as likely to be caught dancing with a cocktail to indie pop as they are to be found with a beer at an indie rock gig. Music is the soundtrack to their lives and can put them in the mood for just about anything. Music may provide the mellow ambience while assembling their latest craft or get them pumped for a night on the town in their new fashion forward ankle boots. These girls have one eye on the dance floor and one on the festival line up on the wall, they're girly with an alternative edge. They discover new music by surfing mentions on social media and picking up catchy tunes in bars and clubs.

THE SOUNDTRACK

GENRES

INDIE POP
INDIE ROCK
REGGAE / SKA
REGGAETON
ACOUSTIC

MOODS

PASSIONATE
CHEERFUL
EXPRESSIVE
UP TO DATE
INNOVATIVE
SEXY



HOBBIES



READING CELEBRITY GOSSIP



CRAFTS



STREAMING TV SERIES / BOXSETS



DANCING / CLUBBING



GOING TO CONCERTS & FESTIVALS



FASHION / CLOTHES

PERSONALITY

ADVENTUROUS | ENERGETIC | ORGANIZED | SARCASTIC | FUNNY |
IMAGINATIVE | CHEERFUL | IRONIC

PRIORITIES

LEADING AN EXCITING LIFE | CHALLENGING THEMSELVES | GETTING AHEAD IN
THEIR CAREER | HAVING A FULFILLING RELATIONSHIP | LEARNING NEW
THINGS | MAKING TIME FOR OTHERS

TOP PASSIONS



MUSIC



TRAVELLING



BOOKS



EXERCISING



ARTS & CRAFTS

ARTISTS

NELLY FURTADO
FONSECA
ONDA VAGA
PABLO ALBORAN
NATALIA LAFOURCADE
SIA
KINGS OF LEON
LUIS FONSI
JESSE & JOY
CAMILA
ALICIA KEYS
AMAIA MONTERO

MUSIC DISCOVERY



MUSIC PLAYED IN CLUBS / BARS



MENTIONS ONLINE / ON SOCIAL MEDIA BY OTHER FANS



RECOMMENDATION BY A CELEBRITY YOU LIKE

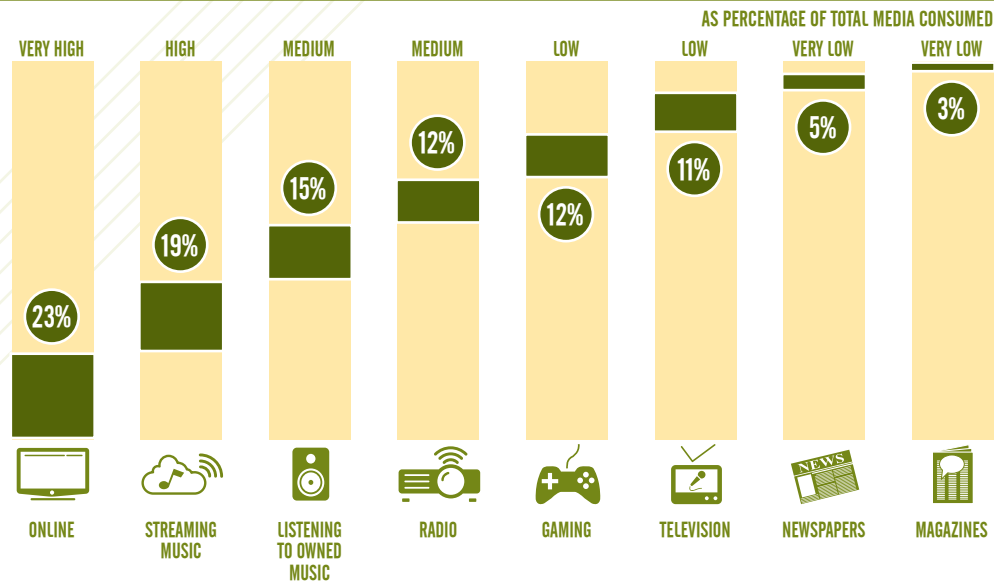


WATCHING ARTISTS AT CONCERTS / GIGS OR FESTIVALS



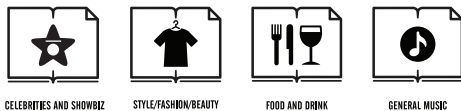
BANNER ADVERTS OR HOME PAGE PROMOTIONS ON A MUSIC STREAMING SERVICE

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



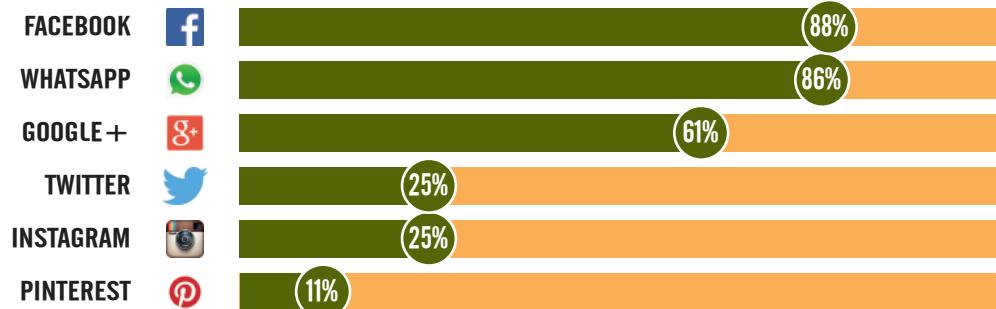
ENGAGEMENT PRINCIPLES



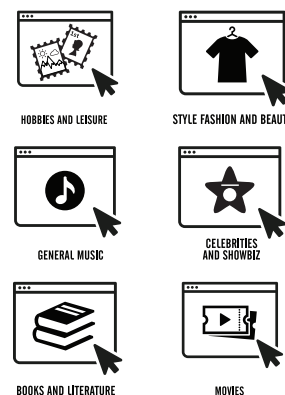
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

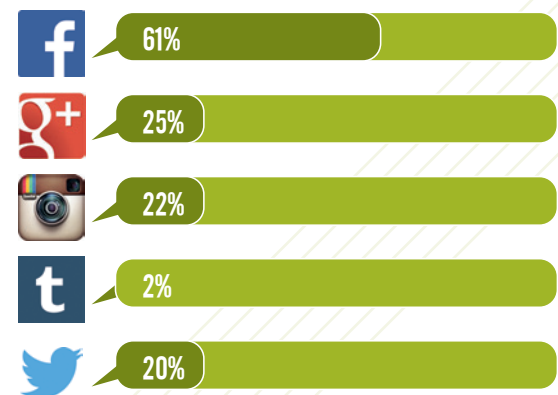
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE



44% USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH LYRIC VIDEOS

WATCH INTERVIEWS WITH MUSIC ARTISTS

WATCH MAKE-UP TUTORIALS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

96%



FACEBOOK

80%



CUEVANA.TV

30%

MUSIC STREAMING

USE A PAID SERVICE **13%**

USE A FREE SERVICE **29%**

TOP SERVICES USED IN THE LAST 12 MONTHS



27%



9%



6%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

		AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	64%	116	172
DIGITAL ALBUMS	21%	48	67
DIGITAL SINGLES	16%	92	105
VINYL RECORDS	16%	14	33
CONCERT / FESTIVAL TICKETS	45%	378	295
ARTIST MERCHANDISE	41%	45	48
MOBILE MUSIC APPS	38%	37	51

FREE

DIGITAL ALBUMS	67%
DIGITAL SINGLES	70%

AVERAGE SPEND

PLAYLISTS

USE PLAYLISTS REGULARLY

51%

USE PLAYLISTS OCCASIONALLY

21%

NEVER USE PLAYLISTS

27%

BRANDS

MIMO & CO

ZARA



Canon



· selú ·



ONA SAEZ



Diet Coke

RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

46%



MUSIMUNDO.COM

31%



YENNY - EL ATENED

21%



PERSONAL MUSICA

16%



CLARO MUSICA

16%



ITUNES

14%

SEGMENT 15 ENTHUSIASTS

SEGMENTNAME

AGE 35-49

GENDER



POPULATION



895,300

TYPICAL EMPLOYMENT STATUS

Working full time

TYPICAL HOUSEHOLD STATUS

Live with partner (and children)



MUSIC SUMMARY

Music is one of many interests for these guys. This segment is settled into sports and cars, starting families, and use music for entertainment enhancement. . In the throes of life, they are busy staying aware of world current events and reading up on the latest tech to keep ahead of the game, but they know the importance of downtime and the role music plays in that. They're adventurous and active and that goes for their music taste as well. They like their tunes expressive and powerful. This segment gets down to tunes that shred such as hard rock, punk and heavy metal. They discover music through their interests and activities, such as in their video games or while browsing retailer websites.

AUDIENCE SUMMARY

Music is one of many interests for these guys. This segment is settled into sports and cars, starting families, and use music for entertainment enhancement. They're adventurous and active and that goes for their music taste as well. They like their tunes expressive and powerful. In the throes of life, they are busy staying aware of world current events and reading up on the latest tech to keep ahead of the game, but they know the importance of downtime and the role music plays in that. Chilling out for this segment looks like beers at the local sports bar with their mates. They discover music through their interests and activities, such as in their video games or while browsing retailer websites.

THE SOUNDTRACK

GENRES

HEAVY METAL
HARD ROCK
PUNK
CLASSIC ROCK / SOUL
ACOUSTIC

MOODS

POWERFUL
CLEVER
ORIGINAL
AUTHENTIC
HARD
EXPRESSIVE



ARTISTS

OZZY OSBOURNE
BRUCE SPRINGSTEEN
SUMO
MIGUEL MATEOS
LOS CAFRES
JAMIROQUAI
DEPECHE MODE
NIRVANA
DAFT PUNK
JIMI HENDRIX
THE KILLERS
CIRO Y LOS PERSAS

HOBBIES



READING ABOUT
GADGETS & TECHNOLOGY



CARS / MOTORCYCLES



FOOTBALL



CAMPING



CYCLING



DRINKING WITH FRIENDS

PERSONALITY

ETHICAL | ADVENTUROUS | CONSIDERATE | CHARITABLE |
RELAXED | PRAGMATIC | TECH SAVVY | CONTENT

PRIORITIES

OWNING THE LATEST GADGETS | BEING POLITICALLY AWARE | BEING ABLE TO
AFFORD THE VERY BEST | BEING AWARE OF GLOBAL NEWS & EVENTS | HAVING A
GOOD WORK / LIFE BALANCE | HAVING GOOD / HIGH QUALITY AUDIO EQUIPMENT

TOP PASSIONS



MUSIC



CINEMA / MOVIES



INTERNET



FOOTBALL



TECHNOLOGY

MUSIC DISCOVERY



BROWSING RETAILER
WEBSITES



INTERVIEWS ON THE
RADIO



MUSIC VIDEOS LINKED
FROM YOUTUBE

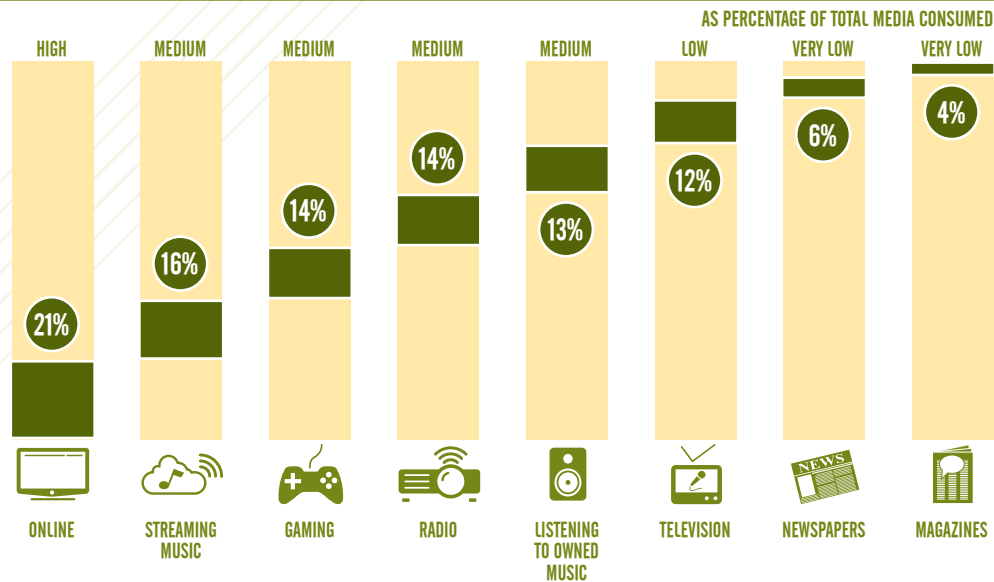


RECOMMENDATION
BY EXPERTS (DJS,
JOURNALISTS,
BLOGGERS)



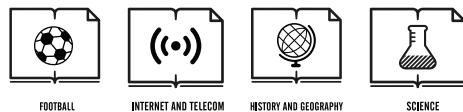
MUSIC PLAYED IN VIDEO
GAMES

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



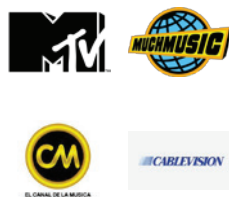
RADIO STATIONS



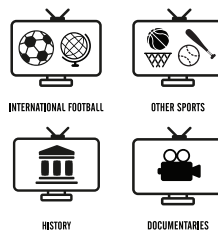
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



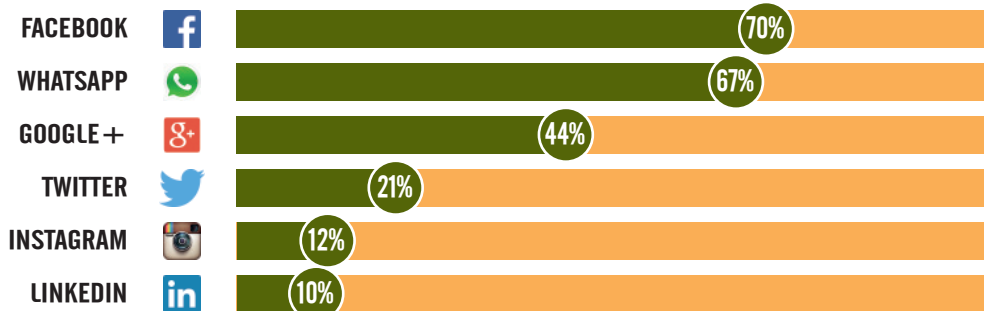
ENGAGEMENT PRINCIPLES



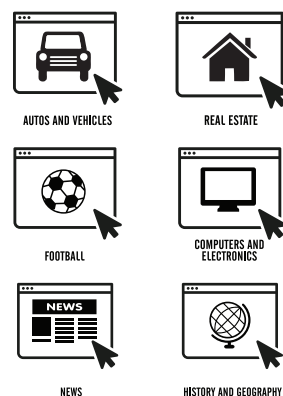
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

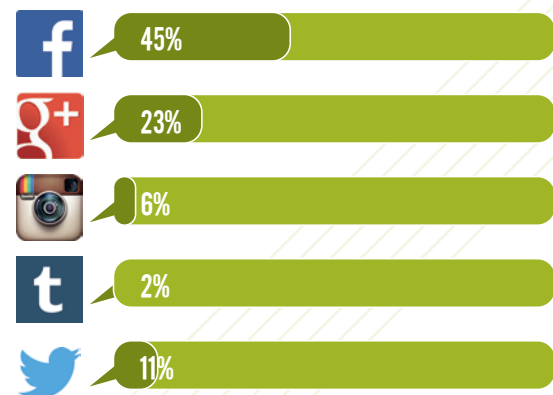
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **28%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH BIOGRAPHIES / DOCUMENTARIES ABOUT MUSIC ARTISTS

USE THE YOUTUBE SIDEBAR TO DISCOVER NEW VIDEOS

WATCH "ARCHIVE" MUSIC FOOTAGE

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

92%



FACEBOOK

68%



VEVO

28%

MUSIC STREAMING



TOP SERVICES USED IN THE LAST 12 MONTHS



26%



10%



6%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	71%
DIGITAL ALBUMS	24%
DIGITAL SINGLES	22%
VINYL RECORDS	26%
CONCERT / FESTIVAL TICKETS	33%
ARTIST MERCHANDISE	34%
MOBILE MUSIC APPS	33%

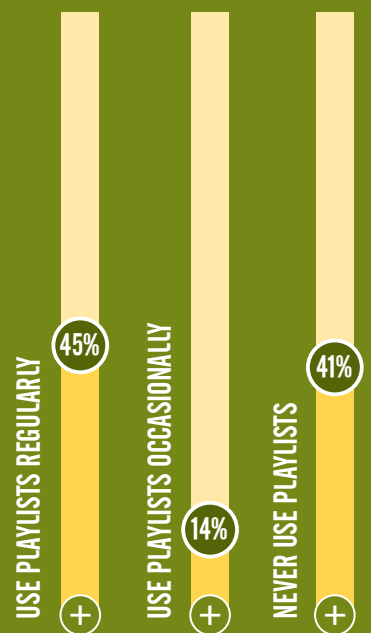
FREE

DIGITAL ALBUMS	75%
DIGITAL SINGLES	61%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	202	172
DIGITAL ALBUMS	55	67
DIGITAL SINGLES	98	105
VINYL RECORDS	48	33
CONCERT / FESTIVAL TICKETS	416	295
ARTIST MERCHANDISE	65	48
MOBILE MUSIC APPS	41	51

PLAYLISTS



MOBILE USAGE

MOBILE DEVICE USERS

95%

MOBILE DEVICE OS USED

 **62%**

 **4%**

OTHER **39%**

BRANDS



Calvin Klein



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

48%



CLARO MUSICA

15%



MUSIMUNDO.COM

37%



ITUNES

14%



YENNY - EL ATENED

20%



ARTIST'S OWN OFFICIAL WEBSITE

14%

SEGMENT 16 ENTHUSIASTS

SEGMENTNAME

AGE 35-49

GENDER



0%
MALE



100%
FEMALE

POPULATION



887,600

TYPICAL EMPLOYMENT STATUS

Working full time / Working part time

TYPICAL HOUSEHOLD STATUS

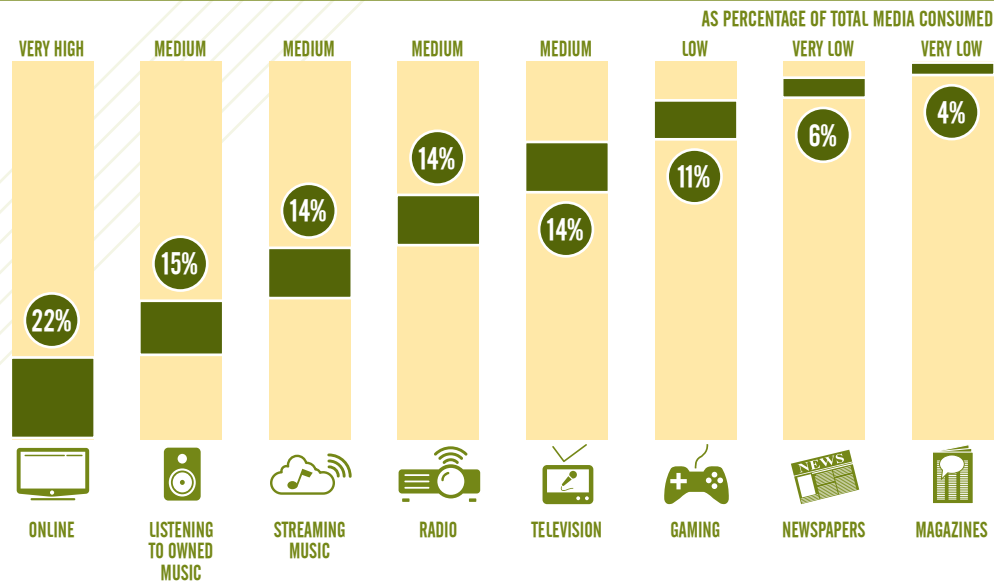
Live with partner (and children) / Single parent with children

This segment of ladies in their dirty thirties and flirty forties are not just about alarm, kids, breakfast, work, kids, dinner, sleep. Still into music, they visit artist websites, stream them on YouTube and catch live gigs as often as they can, though only if their paycheck hasn't run out from prioritized travelling and days out with the kids. They love a bit of singer songwriter music and will turn up the soft rock and acoustic jams on the stereo too. This segment won't shy away from a little upbeat electro pop or shrug their shoulders at sophisticated soul. Music comes to them through interviews in magazines and they'll take the time to look up an artist mentioned by their favourite musician idol.

This segment of ladies in their dirty thirties and flirty forties are not just about alarm, kids, breakfast, work, kids, dinner, sleep. They keep it together with a bit of relaxation and downtime too. Still into music, they visit artist websites, stream them on YouTube and catch live gigs as often as they can, though only if their paycheck hasn't run out from prioritized travelling and days out with the kids. These girly girls are the ultimate scale balancers, distributing their influence evenly. They are spiritual beings, harmonizing work and life, and staying in touch with their feelings while making time for others. Music comes to them through interviews in magazines and they'll take the time to look up an artist mentioned by their favourite musician idol.

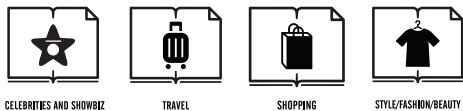
RECOMMENDATION BY
FRIENDS / FAMILY

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



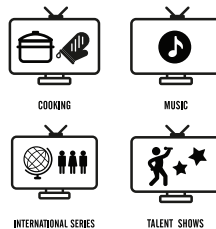
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



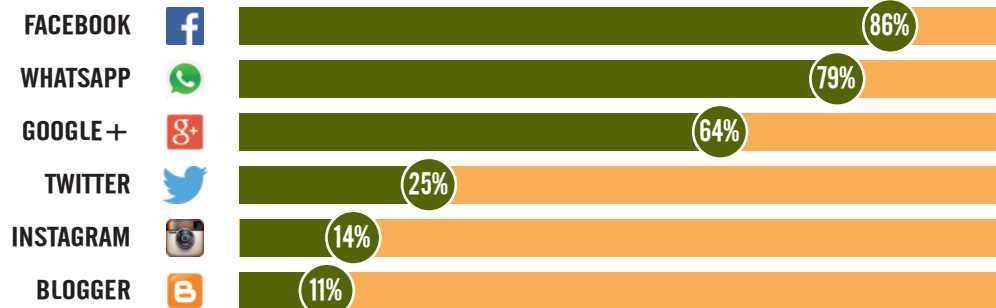
ENGAGEMENT PRINCIPLES



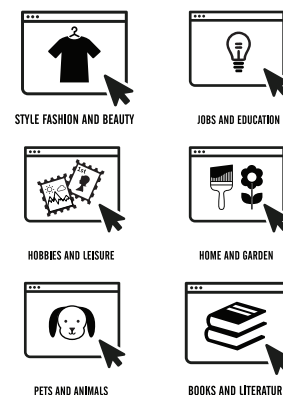
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

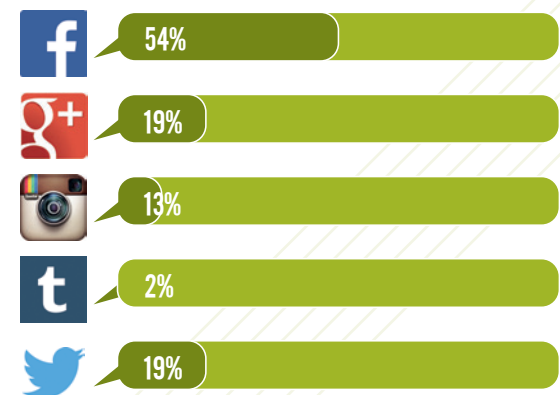
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **27%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH BIOGRAPHIES / DOCUMENTARIES ABOUT MUSIC ARTISTS

USE THE YOUTUBE SIDEBAR TO DISCOVER NEW VIDEOS

WATCH LYRIC VIDEOS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

90%



FACEBOOK

76%



VEVO

27%

MUSIC STREAMING



TOP SERVICES USED IN THE LAST 12 MONTHS



22%



6%



4%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

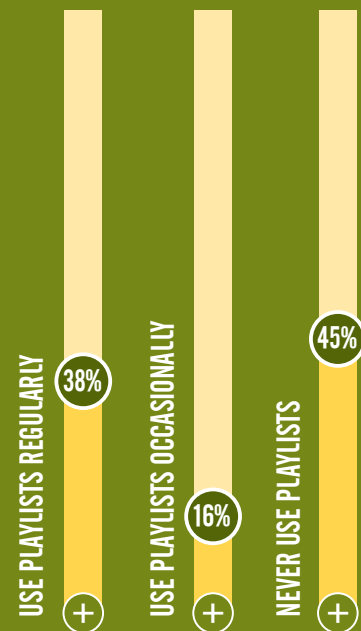
		AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	71%	241	172
DIGITAL ALBUMS	22%	69	67
DIGITAL SINGLES	19%	178	105
VINYL RECORDS	16%	32	33
CONCERT / FESTIVAL TICKETS	36%	385	295
ARTIST MERCHANDISE	30%	24	48
MOBILE MUSIC APPS	38%	63	51

FREE

DIGITAL ALBUMS	68%
DIGITAL SINGLES	62%

AVERAGE SPEND

PLAYLISTS



MOBILE USAGE

MOBILE DEVICE USERS

97%

MOBILE DEVICE OS USED



ANDROID

55%



iOS

1%

OTHER **45%**

BRANDS



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

45%



MUSIMUNDO.COM

38%



YENNY - EL ATENED

20%



CLARO MUSICA

15%



MOVISTAR MUSICA

14%



ARTIST'S OWN OFFICIAL WEBSITE

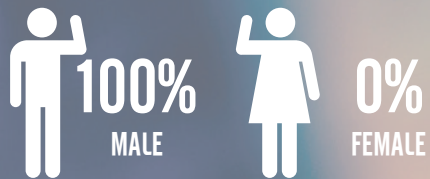
13%

SEGMENT 17 ENTHUSIASTS

SEGMENTNAME

AGE 50+

GENDER



POPULATION



685,000

TYPICAL EMPLOYMENT STATUS

Working full time / Working part time /
Retired

TYPICAL HOUSEHOLD STATUS

Live with partner (and children) / Live alone



MUSIC SUMMARY

These refined, sociable gentlemen are over the hill and bringing along a rocking soundtrack as they take a more practical approach to life. They're happily supporting their families financially and have replaced their youthful video gaming obsessions with the discovery of news and culture, globally and locally. They'll buy expensive audio equipment for home listening and jam it out on their guitars once in a while, but you'll equally be likely to see cheering on their team at a football match. This segment discover music by seeking it out, such as reading reviews in magazines or attending local gigs, and you'll also see them tuning in to live performances on TV and visiting artist websites.

AUDIENCE SUMMARY

Ain't no stopping this kick ass segment. They're on the other side of 40, but who has the time to care? They don't spend much time hunting for new music, it's all about the golden oldies. They listen to classic rock and country music, then will mix it up with jazz and blues. They'll buy expensive audio equipment for home listening and jam it out on their air guitars once in a while, but you'll equally be likely to see cheering on their team at a football match. This segment discover music by seeking it out, submitting their emails on music company websites or attending local gigs, and you'll also see them tuning in to live performances on TV and visiting artist websites.

THE SOUNDTRACK

GENRES

CLASSIC ROCK / SOUL
COUNTRY
BLUES
JAZZ
'70S MUSIC
'60S MUSIC

MOODS

NOSTALGIC
INTELLIGENT
AUTHENTIC
ORIGINAL
GRACEFUL
CHALLENGING

HOBBIES



ATTEND LIVE SPORTING EVENTS



PHOTOGRAPHY



WALKS / HIKING



EATING OUT AT RESTAURANTS



READING ABOUT GADGETS & TECHNOLOGY



FOOTBALL

PERSONALITY

CONTENT | ACTIVE | SOCIABLE | TECH SAVVY | LOGICAL | ETHICAL
| CALM | OPTIMISTIC

PRIORITIES

NOT TAKING LIFE TOO SERIOUSLY | BEING AWARE OF GLOBAL NEWS & EVENTS |
SUPPORTING CHARITIES & DISASTER APPEALS | KNOWING ABOUT ART & CULTURE |
HAVING GOOD / HIGH QUALITY AUDIO EQUIPMENT | PROTECTING THE ENVIRONMENT

TOP PASSIONS



TRAVELLING



MUSIC



FOOTBALL



BOOKS



TECHNOLOGY

ARTISTS

WILLIE NELSON
SUI GENERIS
ERIC CLAPTON
LUIS SPINETTA
VAN MORRISON
MARIANO OTERO
CAT STEVENS
MIGUEL MATEOS
PINK FLOYD
JOHNNY CASH
MILES DAVIS
BOB DYLAN

MUSIC DISCOVERY



EMAILS FROM MUSIC COMPANIES, STORES OR ARTISTS



INTERVIEWS / LIVE PERFORMANCES ON TV



ADVERTS IN NEWSPAPERS / MAGAZINES

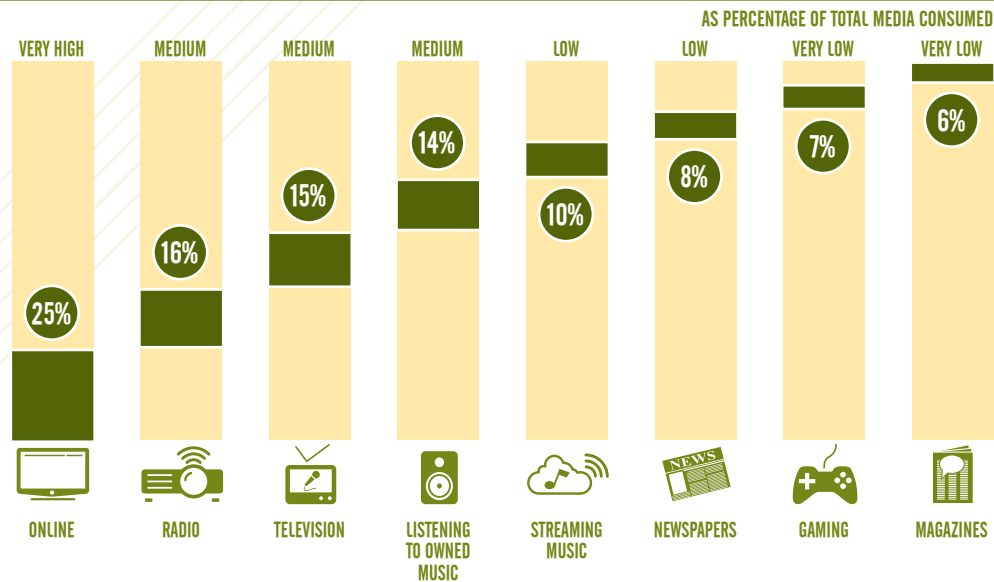


WATCHING ARTISTS AT CONCERTS / GIGS OR FESTIVALS



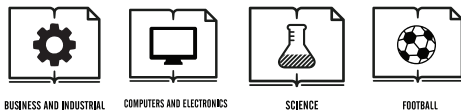
LIVE PERFORMANCES ON THE RADIO

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



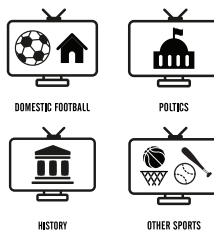
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



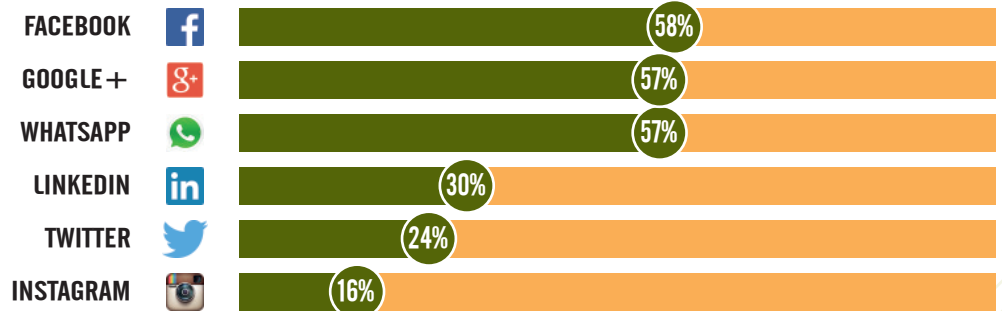
ENGAGEMENT PRINCIPLES



Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

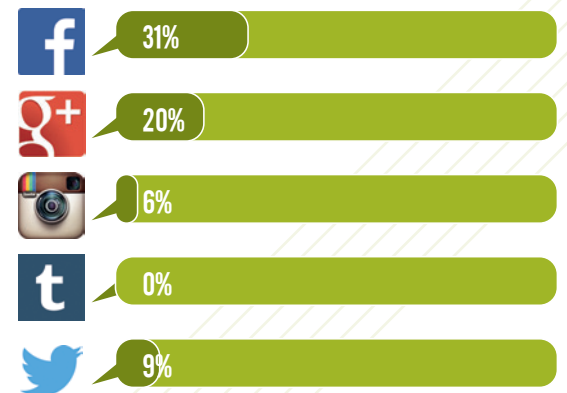
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **29%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH "ARCHIVE" MUSIC FOOTAGE

WATCH LIVE MUSIC PERFORMANCES

LOOK AT THE "RECOMMENDED" VIDEOS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

88%



FACEBOOK

76%



CUEVANA.TV

13%

MUSIC STREAMING



TOP SERVICES USED IN THE LAST 12 MONTHS



14%



11%



7%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	70%
DIGITAL ALBUMS	22%
DIGITAL SINGLES	17%
VINYL RECORDS	24%
CONCERT / FESTIVAL TICKETS	35%
ARTIST MERCHANDISE	19%
MOBILE MUSIC APPS	34%

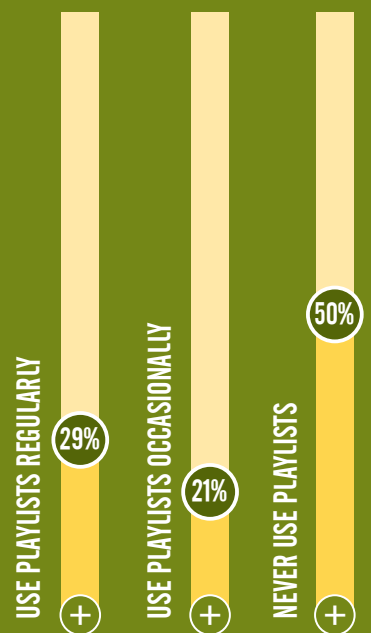
FREE

DIGITAL ALBUMS	66%
DIGITAL SINGLES	61%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	284	172
DIGITAL ALBUMS	131	67
DIGITAL SINGLES	151	105
VINYL RECORDS	158	33
CONCERT / FESTIVAL TICKETS	301	295
ARTIST MERCHANDISE	15	48
MOBILE MUSIC APPS	76	51

PLAYLISTS



MOBILE USAGE

MOBILE DEVICE USERS

95%

MOBILE DEVICE OS USED



ANDROID

53%



iOS

7%

OTHER **47%**

BRANDS



swatch



Timberland



nextel



Heineken

RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

41%



MUSIMUNDO.COM

31%



ITUNES

16%



YENNY - EL ATENEO

15%



PERSONAL MUSICA

14%



CLARO MUSICA

14%

SEGMENT 18 ENTHUSIASTS

SEGMENTNAME

AGE 50+

GENDER

100%
MALE

0%
FEMALE

POPULATION



685,000

TYPICAL EMPLOYMENT STATUS

Working full time / Working part time /
Retired

TYPICAL HOUSEHOLD STATUS

Live with partner (and children) / Live alone



MUSIC SUMMARY

These women enjoy having music to enrich their various methods of relaxing, from gardening and crafts to yoga and reading books. You're not likely to reach them on the landline, they're up and out of the house. Spiritual, romantic music is there to make it even better. They unwind to the mellow singer songwriter or classical music vibe and get down with a bit of oldies and songs from their youth. Music is a way back to themselves and a way to connect with others. They don't spend hours discovering new music like they used to but keep an ear out for good tunes on TV and at concerts, and follow recommendations by celebrities they like. They know what they like and they stick to it.

AUDIENCE SUMMARY

This segment is taking the time for personal growth now that they have built themselves up financially and the kids are off to school. They are in touch with their communities and expend energy helping other people and volunteering in their local areas. These women enjoy having music to enrich their various methods of relaxing, from gardening and crafts to yoga and reading books. Music is there to make it even better. They unwind to the mellow singer songwriter or classical music vibe and get down with a bit of oldies and songs from their youth. They don't spend hours discovering new music like they used to but keep an ear out for good tunes on TV and at concerts, and follow recommendations by celebrities they like.

THE SOUNDTRACK

GENRES

SINGER SONGWRITER
CLASSICAL & OPERA
SOUNDTRACKS / ORIGINAL SCORES
OLDIES / ROCK & ROLL
'70S MUSIC
'60S MUSIC

MOODS

MELLOW
SPIRITUAL
SOULFUL
GRACEFUL
ROMANTIC
CLASSY



HOBBIES



VOLUNTEERING FOR
CHARITY



SEEING PLAYS /
MUSICALS



YOGA / PILATES



PHONING YOUR
FAMILY / FRIENDS



CRAFTS



GARDENING /
LANDSCAPING

PERSONALITY

SOCIABLE | CARING | SPIRITUAL | CONTENT | SOCIALLY
CONSCIOUS | GENEROUS | VIVACIOUS | CHARITABLE

PRIORITIES

VOLUNTEERING IN THEIR LOCAL AREA | KNOWING ABOUT ART & CULTURE |
BEING POLITICALLY AWARE | EATING / BUYING ORGANIC PRODUCTS | STAYING
IN TOUCH WITH LOCAL NEWS | ENJOYING NATURE

TOP PASSIONS



TRAVELLING



MUSIC



BOOKS



ARTS & CRAFTS



THEATRE

ARTISTS

SERGIO DALMA
TERESA PARODI
SIMON & GARFUNKEL
PATRICIA SOSA
ADRIANA VARELA
VAN MORRISON
VIUDA E HIJAS DE ROQUE
ENROLL
CHANGO SPASIUKE
BOB DYLAN
JUANA MOLINA
CACHO CASTAÑA
ARETHA FRANKLIN

MUSIC DISCOVERY



INTERVIEWS IN
MAGAZINES /
NEWSPAPERS



WATCHING ARTISTS AT
CONCERTS / GIGS OR
FESTIVALS



EMAILS FROM MUSIC
COMPANIES, STORES OR
ARTISTS

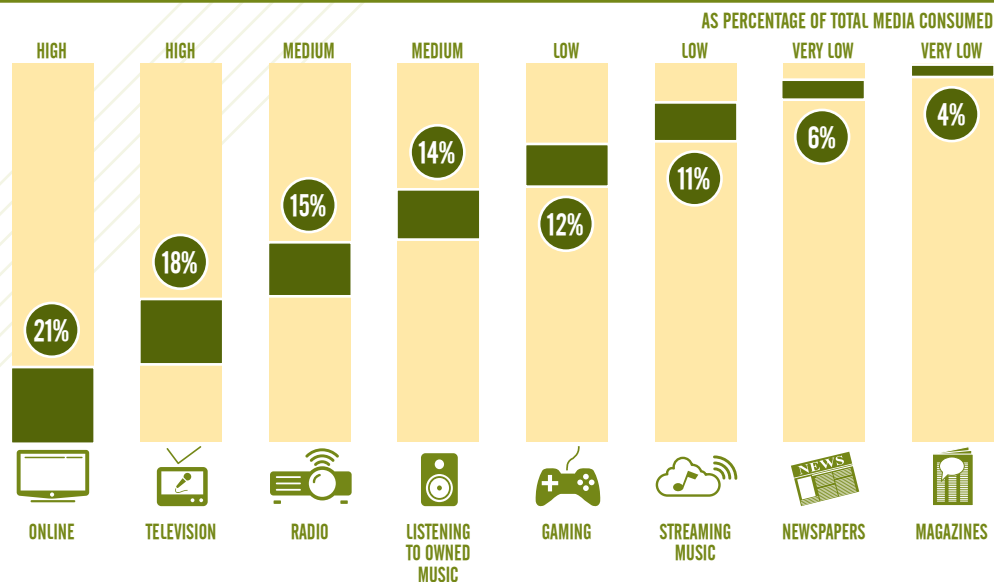


RECOMMENDATION BY A
CELEBRITY YOU LIKE



INTERVIEWS / LIVE
PERFORMANCES ON TV

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



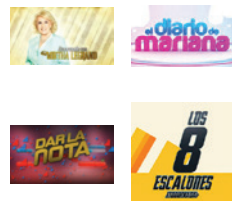
RADIO STATIONS



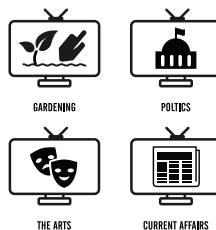
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



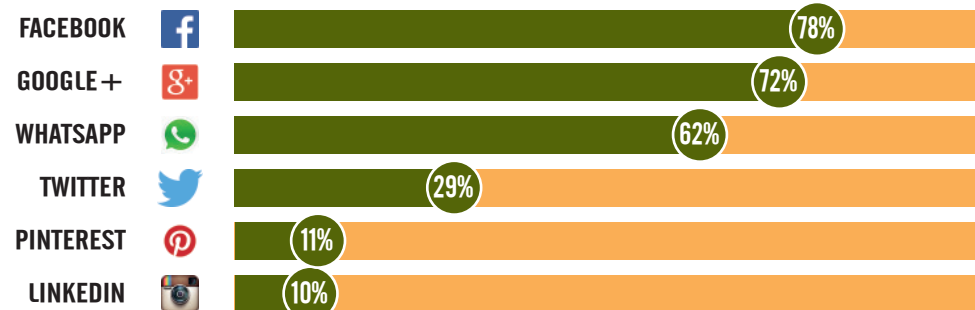
ENGAGEMENT PRINCIPLES



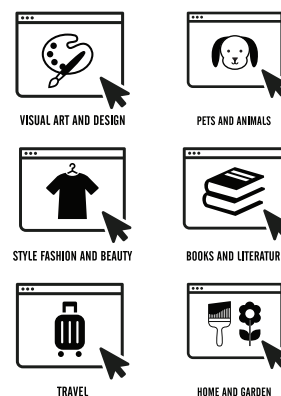
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

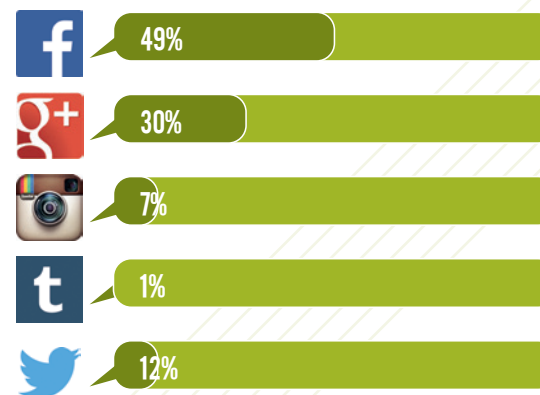
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **21%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH "ARCHIVE" MUSIC FOOTAGE

USE OTHER PEOPLE'S PLAYLISTS OF MUSIC VIDEOS AND SONGS

WATCH FULL TV PROGRAMMES OR FILMS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE
88%



FACEBOOK
85%

OTHER
10%

MUSIC STREAMING



TOP SERVICES USED IN THE LAST 12 MONTHS



18%



9%



9%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	64%
DIGITAL ALBUMS	12%
DIGITAL SINGLES	11%
VINYL RECORDS	14%
CONCERT / FESTIVAL TICKETS	40%
ARTIST MERCHANDISE	15%
MOBILE MUSIC APPS	34%

FREE

DIGITAL ALBUMS	62%
DIGITAL SINGLES	68%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	179	172
DIGITAL ALBUMS	112	67
DIGITAL SINGLES	95	105
VINYL RECORDS	21	33
CONCERT / FESTIVAL TICKETS	280	295
ARTIST MERCHANDISE	15	48
MOBILE MUSIC APPS	54	51

MOBILE USAGE

MOBILE DEVICE USERS

92%

MOBILE DEVICE OS USED

 **62%**

 **8%**

OTHER **38%**

PLAYLISTS

USE PLAYLISTS REGULARLY

26%

USE PLAYLISTS OCCASIONALLY

21%

NEVER USE PLAYLISTS

53%

BRANDS



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO
42%



MUSIMUNDO.COM
27%



MOVISTAR MUSICA
21%



ITUNES
15%



ARTIST'S OWN OFFICIAL WEBSITE
14%



CLARO MUSICA
12%

CASUALS



SEGMENT 19 CASUALS

SEGMENTNAME

AGE 15-24

GENDER



POPULATION



883,900

TYPICAL EMPLOYMENT STATUS

Working full time / Working part time /
Full time student

TYPICAL HOUSEHOLD STATUS

Live with parent(s)



MUSIC SUMMARY

This young segment still enjoys music but it's not a requirement for entertainment satisfaction and they're pretty comfortable in the electro side of the mainstream. On their mental list of party anthems will be a range of electro, reggaeton and rap, coming in hot, straight off the charts. They listen to what their friends are listening to and don't venture far from what they hear in video games and streaming service 'top charts' playlists. They like artists with a big buzz and a good beat. They'll discover music at their favourite bars and clubs or place their trust in YouTube music video suggestions from their friends and follow them willingly. When they appreciate an artist, they'll throw down for the digital album over a hardcopy.

AUDIENCE SUMMARY

These young guys prioritise sports, gaming and getting lost in the depths of the internet. They still enjoy music but it's not a requirement for entertainment satisfaction and they're pretty comfortable in the electro, reggaeton and rap side of the mainstream. They listen to what their friends are listening to and don't venture far from what they hear in video games and streaming service 'top charts' playlists. They like artists with a big buzz and a good beat. This segment would rather spend an evening in with Fifa than attend a concert, they're happy streaming viral videos online. They'll discover music at their favourite bars and clubs or place their trust in YouTube music video suggestions from their friends and follow them willingly.

THE SOUNDTRACK

GENRES

ELECTRONIC
EDM
REGGAETON
RAP
ROCK

MOODS

ELECTRONIC
FUN
FUTURISTIC
EPIC
POWERFUL
EXCITING

HOBBIES



PLAYING GAMES
ONLINE



WATCHING VIRAL
VIDEOS ONLINE



FOOTBALL



CARS /
MOTORCYCLES



EXERCISE / GOING TO
THE GYM



WATCHING SPORTS
GAMES AT A BAR

PERSONALITY

ADVENTUROUS | EASILY DISTRACTED | TECH SAVVY | FUNNY | SHY
| LAZY | GOOD HUMOURED | COMFORTABLE

PRIORITIES

GETTING AHEAD IN THEIR CAREER | HOW THEIR SPORTS TEAMS ARE DOING |
EARNING LOTS OF MONEY | STAYING AHEAD OF TECHNOLOGY | LIVING FOR THE
WEEKEND | HAVING A GOOD SENSE OF HUMOUR

TOP PASSIONS



FOOTBALL



INTERNET



VIDEO GAMES



EXERCISING



TECHNOLOGY

ARTISTS

CALVIN HARRIS
AVICII
CALLE 13
J ALVAREZ
DADDY YANKEE
FLO RIDA
DAVID GUETTA
YANDEL
TIËSTO
NO TE VA A GUSTAR
SKRILLEX
PITBULL

MUSIC DISCOVERY



MUSIC PLAYED IN CLUBS
/ BARS



MUSIC VIDEOS LINKED
FROM YOUTUBE



BANNER ADVERTS OR
HOME PAGE PROMOTIONS
ON A MUSIC STREAMING
SERVICE

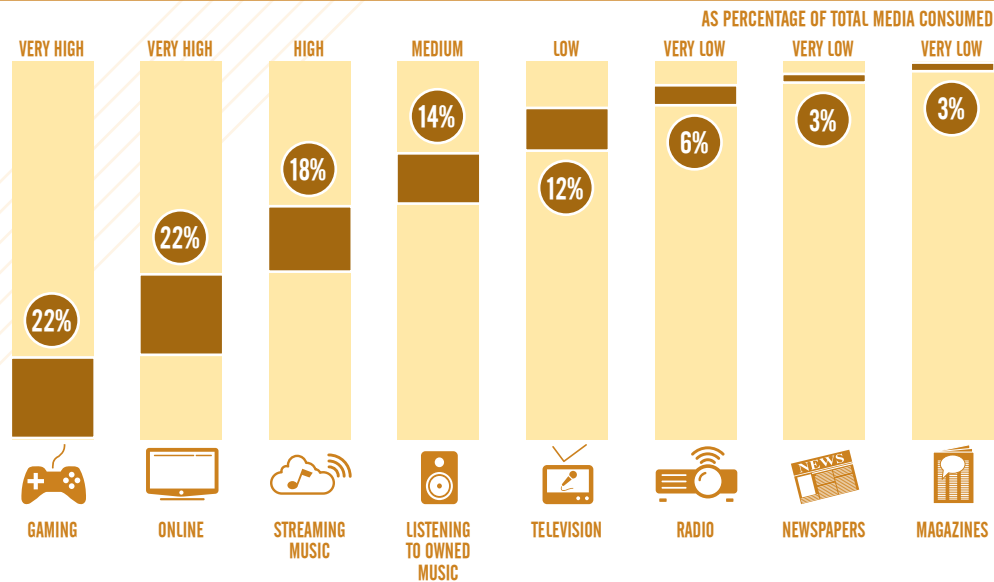


MUSIC PLAYED IN VIDEO
GAMES



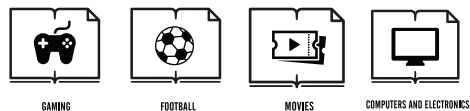
ADVERTS AT SPORTS
VENUES

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



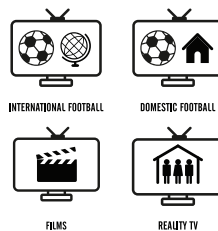
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



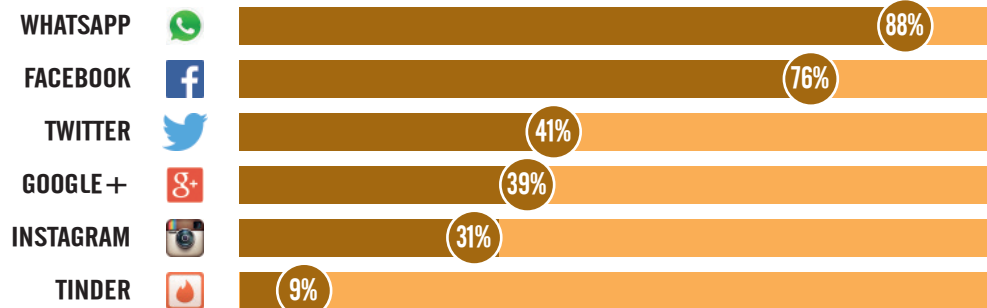
ENGAGEMENT PRINCIPLES



Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

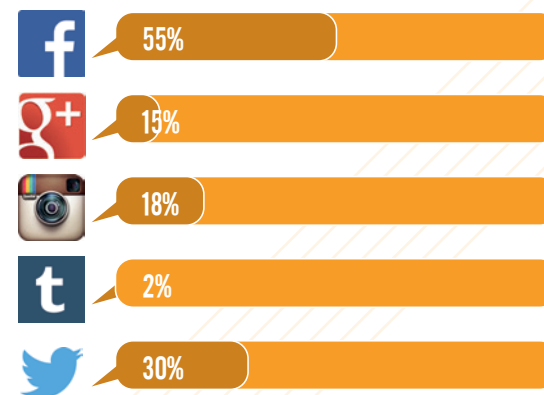
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **32%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

SUBSCRIBE TO CHANNELS

WATCH FUNNY VIDEOS / CLIPS

LOOK AT THE "RECOMMENDED" VIDEOS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

88%



FACEBOOK

77%



VEVO

27%

MUSIC STREAMING

USE A PAID SERVICE **14%**

USE A FREE SERVICE **30%**

TOP SERVICES USED IN THE LAST 12 MONTHS



43%



8%



8%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	41%	AVERAGE SPEND PER PERSON (KR)	103	NATIONAL AVERAGE SPEND (KR)	172
DIGITAL ALBUMS	18%		57		67
DIGITAL SINGLES	10%		85		105
VINYL RECORDS	18%		16		33
CONCERT / FESTIVAL TICKETS	32%		247		295
ARTIST MERCHANDISE	31%		46		48
MOBILE MUSIC APPS	31%		73		51

FREE

DIGITAL ALBUMS	63%
DIGITAL SINGLES	57%

MOBILE USAGE

MOBILE DEVICE USERS

94%

MOBILE DEVICE OS USED



ANDROID

65%



iOS

5%

OTHER

31%

AVERAGE SPEND

PLAYLISTS

USE PLAYLISTS REGULARLY

48%

+

USE PLAYLISTS OCCASIONALLY

21%

+

NEVER USE PLAYLISTS

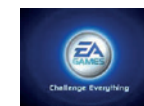
30%

+

BRANDS



PlayStation.



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

23%



MUSIMUNDO.COM

20%



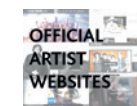
CLARO MUSICA

13%



YENNY - EL ATENEO

11%



ARTIST'S OWN OFFICIAL WEBSITE

10%



PERSONAL MUSICA

9%

SEGMENT 20 CASUALS

SEGMENTNAME

AGE 15-24

GENDER



0%
MALE



100%
FEMALE

POPULATION



888,200

TYPICAL EMPLOYMENT STATUS

Working full time / Working part time /
Full time student

TYPICAL HOUSEHOLD STATUS

Live with parent(s)



MUSIC SUMMARY

This segment listens to and enjoys music if it's on but won't go out of their way to seek it out. As far as these girls are concerned, the charts give them all the music they'll need. Their comfort zone is in the mainstream, settling in to the hype or what's trending, and they couldn't be happier there. These ladies prefer socializing to catchy electro or reggaeton, whatever makes them feel excited and fun, or gets them dancing. Music is the soundtrack to their weekends and shopping sprees but they don't need it to breathe like the Fanatics. They discover new music through mentions online by other fans, music videos sent by their friends and what's playing in their favourite shops and bars.

AUDIENCE SUMMARY

As far as these young ladies are concerned, the charts give them all the music they'll need. Their comfort zone is in the mainstream, settling in to the hype or what's trending, and they couldn't be happier there. These girls get their challenges from their social world and don't need complex music to complicate life any further. Music is the soundtrack to their weekends and shopping sprees but they don't need it to breathe like the Fanatics. They can't tell you about the hottest underground indie tracks but they can fill you in on the best new clubs in town and which celebs started dating on the movie set. They discover new music through mentions online by other fans and what's playing in their favourite shops.

THE SOUNDTRACK

GENRES

HEAVY METAL
ROCK
ACOUSTIC
REGGAE / SKA / RAP
'90S MUSIC
'00S MUSIC

MOODS

POWERFUL
HARD
NOISY
AGGRESSIVE
EPIC
FUN

HOBBIES



FASHION / CLOTHES



DANCING / CLUBBING



GOING OUT
SHOPPING



GOING TO THE
CINEMA



PAINTING / DRAWING



PLAYING GAMES ON
MOBILE DEVICES

PERSONALITY

CHEERFUL | SENSITIVE | IMAGINATIVE | INSECURE | SARCASTIC |
QUIET | EASILY DISTRACTED | SHY

PRIORITIES

HAVING JUST A FEW CLOSE FRIENDS | BEING SELF-RELIANT | STAYING AHEAD
OF FASHION | CHALLENGING THEMSELVES | GETTING AHEAD IN THEIR CAREER
| TRYING NOT TO GET TOO STRESSED OUT

TOP PASSIONS



INTERNET



FASHION



SOCIAL NETWORKING



CINEMA / MOVIES



MUSIC

ARTISTS

METALLICA
GUSTAVO CORDERA
SUMO
DIVIDIDOS
LAS PELOTAS
OASIS
CUARTETO DE NOS
RED HOT CHILI PEPPERS
DREAD MAR I
ATTAQUE 77
BERSUIT
CATUPECU MACHU

MUSIC DISCOVERY



MUSIC VIDEOS LINKED
FROM YOUTUBE



MUSIC PLAYED IN CLUBS
/ BARS



MUSIC PLAYED IN VIDEO
GAMES

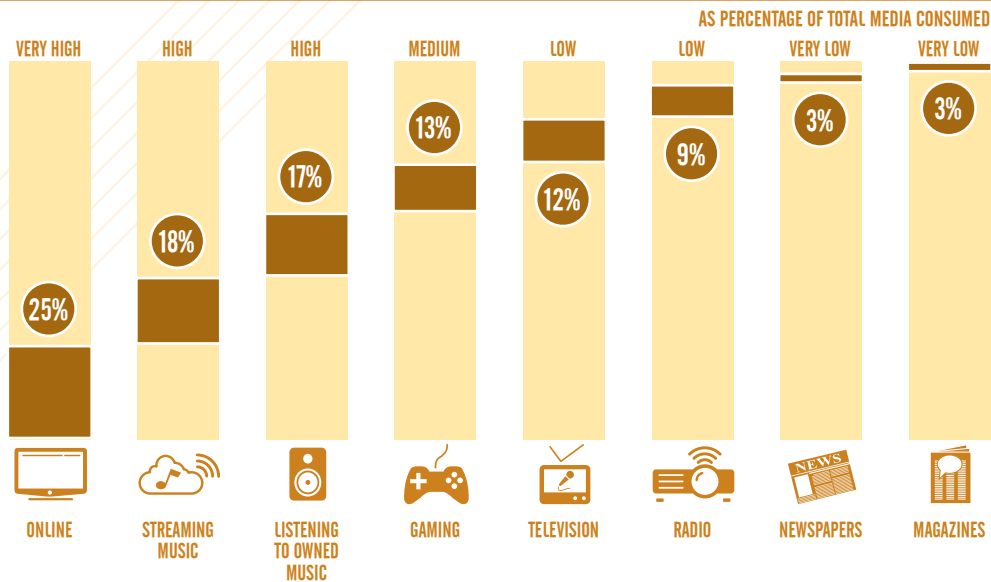


USING SHAZAM TO
IDENTIFY SONGS
AND FIND NEW
RECOMMENDATIONS



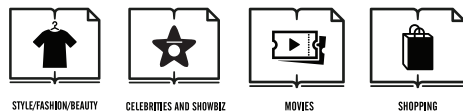
MENTIONS ONLINE / ON
SOCIAL MEDIA BY OTHER
FANS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



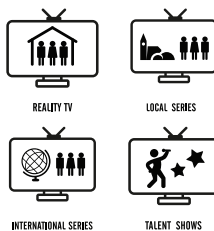
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



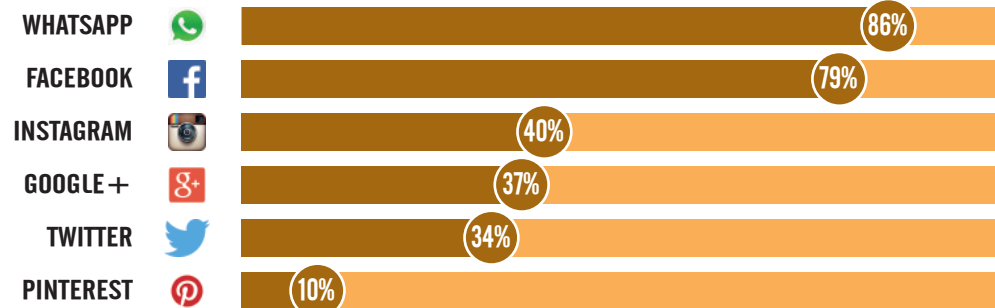
ENGAGEMENT PRINCIPLES



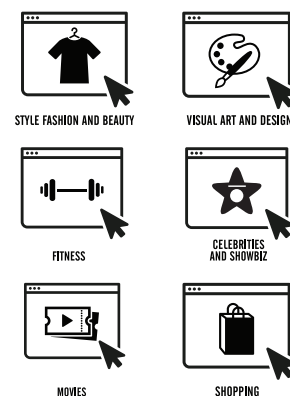
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

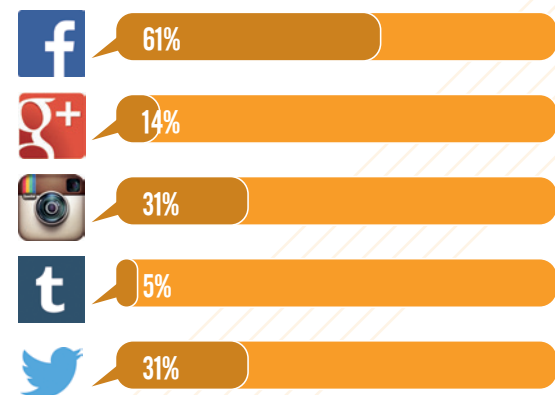
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **35%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH MAKE-UP TUTORIALS

WATCH VLOGS

WATCH LYRIC VIDEOS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

90%



FACEBOOK

75%



VEVO

25%

MUSIC STREAMING



TOP SERVICES USED IN THE LAST 12 MONTHS



37%



6%



5%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	48%
DIGITAL ALBUMS	12%
DIGITAL SINGLES	6%
VINYL RECORDS	11%
CONCERT / FESTIVAL TICKETS	41%
ARTIST MERCHANDISE	31%
MOBILE MUSIC APPS	28%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	131	172
DIGITAL ALBUMS	54	67
DIGITAL SINGLES	114	105
VINYL RECORDS	10	33
CONCERT / FESTIVAL TICKETS	288	295
ARTIST MERCHANDISE	69	48
MOBILE MUSIC APPS	72	51

FREE

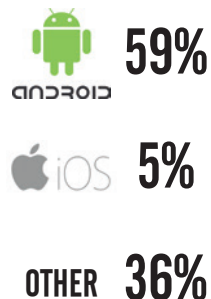
DIGITAL ALBUMS	59%
DIGITAL SINGLES	62%

MOBILE USAGE

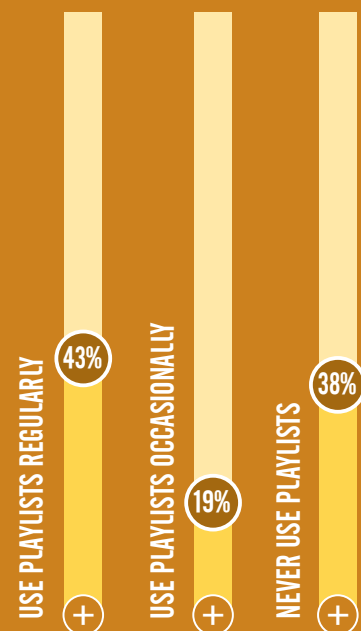
MOBILE DEVICE USERS

97%

MOBILE DEVICE OS USED



PLAYLISTS



BRANDS



L'ORÉAL



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

27%



MUSIMUNDO.COM

18%



CLARO MUSICA

14%



YENNY - EL ATENEO

12%



ARTIST'S OWN OFFICIAL WEBSITE

11%



MOVISTAR MUSICA

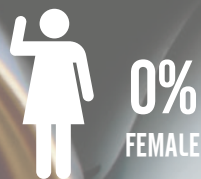
9%

SEGMENT 21 CASUALS

SEGMENTNAME

AGE 25-34

GENDER



POPULATION



845,200

TYPICAL EMPLOYMENT STATUS

Working full time

TYPICAL HOUSEHOLD STATUS

Live with parent(s) / Live with partner / Live with partner (and children)

MUSIC SUMMARY

Priorities for this segment revolve around screens: movies, football and technology, not much room for music. Music that is noisy and epic will catch their attention but they won't go searching for the perfect song to capture the vibe of the party. They'll make a playlist for the gym and mix up the heavy metal with some reggae or music from their youth but it'll undoubtedly be something born and bred in the charts. They spend a good deal of time online, but likely won't be devoting hours to the search for the next big thing on the music scene. New music comes to them from the bars they attend, their favourite video games or links sent by friends.

AUDIENCE SUMMARY

These guys are hardworking, fun types into getting ahead in their careers but not at the expense of their social life- these things need balance. If they aren't gaming on the pitch, they're gaming on their consoles or challenging their friends to a drinking game in true embodiment of the work hard play hard attitude. They have a varied music taste, something noisy and epic will surely catch their attention, but they won't go searching for the perfect song. These guys are social creatures who are beginning to start families, they live for the game but are content snuggling up on the couch with their SOs. New music comes to them from the bars they attend or links sent by friends.

THE SOUNDTRACK

GENRES

HEAVY METAL
ROCK
ACOUSTIC
REGGAE / SKA / RAP
'90S MUSIC
'00S MUSIC

MOODS

POWERFUL
HARD
NOISY
AGGRESSIVE
EPIC
FUN

HOBBIES



FOOTBALL



PLAYING GAMES ON A
CONSOLE



WATCHING MOVIES
AT HOME



CARS /
MOTORCYCLES



DRINKING WITH
FRIENDS



ATTEND LIVE
SPORTING EVENTS

PERSONALITY

POSITIVE | FUN | OPTIMISTIC | HARDWORKING | GOOD HUMOURED
| FUNNY | TECH SAVVY | AMBITIOUS

PRIORITIES

HOW THEIR SPORTS TEAMS ARE DOING | EARNING LOTS OF MONEY | HAVING A
GOOD WORK / LIFE BALANCE | GETTING AHEAD IN THEIR CAREER | BEING
FINANCIALLY INDEPENDENT | OWNING THE LATEST GADGETS

TOP PASSIONS



FOOTBALL



EXERCISING



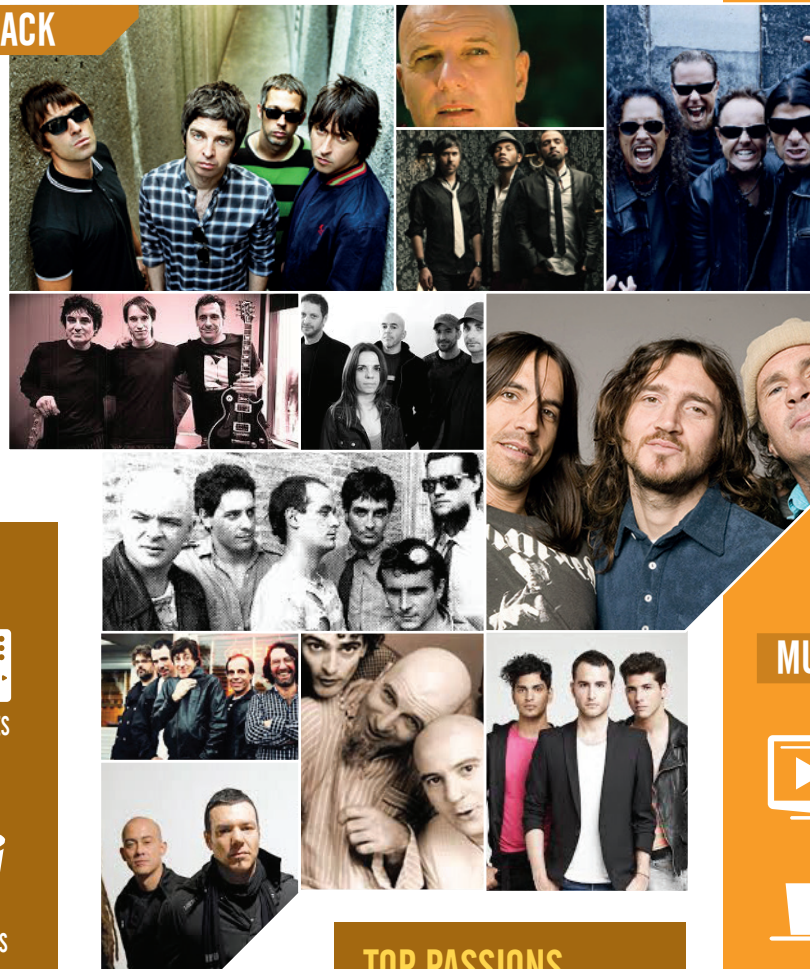
CINEMA / MOVIES



VIDEO GAMES



TECHNOLOGY



ARTISTS

METALLICA
GUSTAVO CORDERA
SUMO
DIVIDIDOS
LAS PELOTAS
OASIS
CUARTETO DE NOS
RED HOT CHILI PEPPERS
DREAD MAR I
ATTAQUE 77
BERSUIT
CATUPECU MACHU

MUSIC DISCOVERY



MUSIC VIDEOS LINKED
FROM YOUTUBE



MUSIC PLAYED IN CLUBS
/ BARS



MUSIC PLAYED IN VIDEO
GAMES

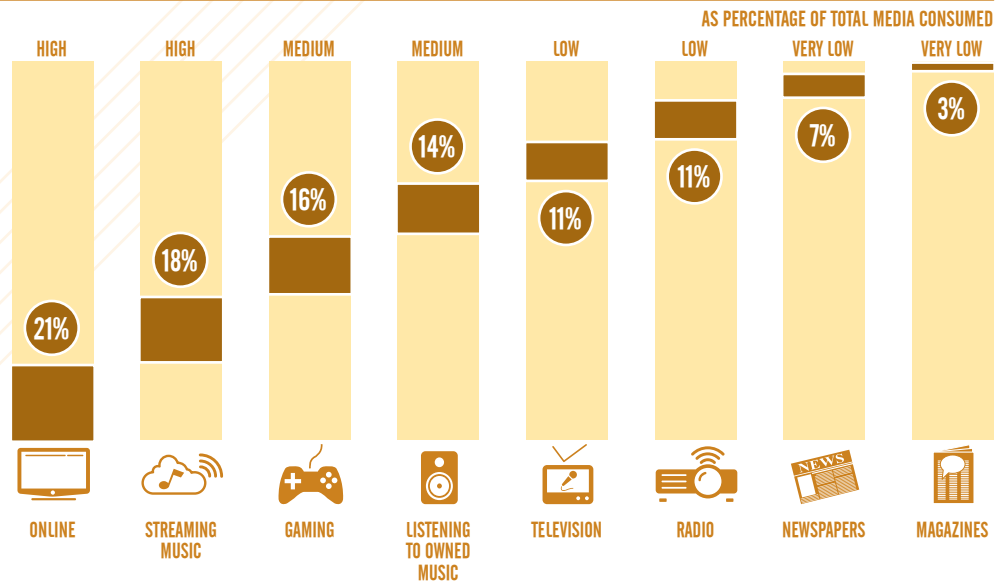


USING SHAZAM TO
IDENTIFY SONGS
AND FIND NEW
RECOMMENDATIONS



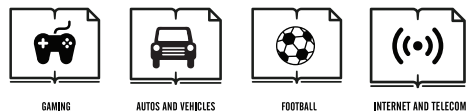
MENTIONS ONLINE / ON
SOCIAL MEDIA BY OTHER
FANS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



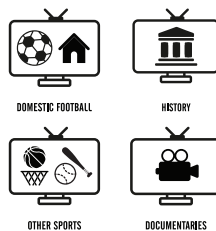
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



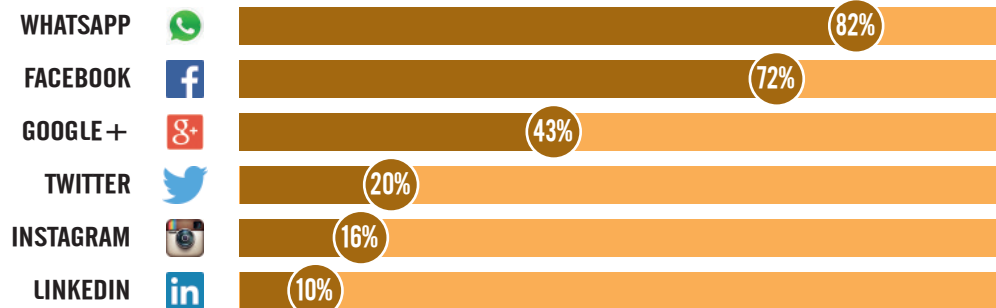
ENGAGEMENT PRINCIPLES



Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

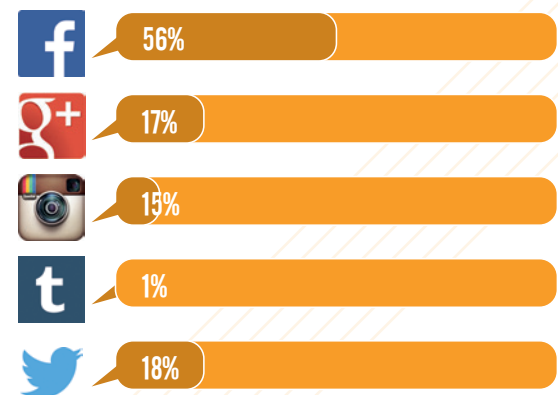
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **33%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH FUNNY VIDEOS / CLIPS

USE THE YOUTUBE SIDEBAR TO DISCOVER NEW CHANNELS

WATCH "OFFICIAL" MUSIC VIDEOS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

89%



FACEBOOK

66%



VEVO

26%

MUSIC STREAMING



TOP SERVICES USED IN THE LAST 12 MONTHS



23%



6%



5%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

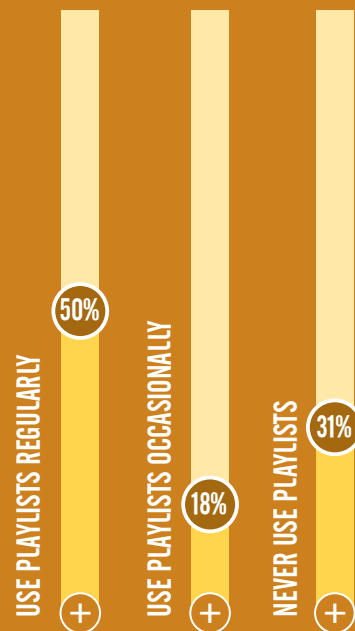
		AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	61%	191	172
DIGITAL ALBUMS	17%	61	67
DIGITAL SINGLES	19%	84	105
VINYL RECORDS	17%	45	33
CONCERT / FESTIVAL TICKETS	40%	296	295
ARTIST MERCHANDISE	33%	62	48
MOBILE MUSIC APPS	36%	60	51

FREE

DIGITAL ALBUMS	68%
DIGITAL SINGLES	63%

AVERAGE SPEND

PLAYLISTS



MOBILE USAGE

MOBILE DEVICE USERS

97%

MOBILE DEVICE OS USED



ANDROID

57%



iOS

7%

OTHER

37%

BRANDS

QUIKSILVER

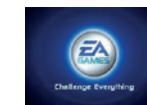


ASUS

XBOX ONE



AXE



Gillette

SONY

Heineken



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

43%



MUSIMUNDO.COM

28%



YENNY - EL ATENED

12%



CLARO MUSICA

12%



ITUNES

11%



CARREFOUR

10%

SEGMENT 22 CASUALS

SEGMENTNAME

AGE 25-34

GENDER



0%
MALE



100%
FEMALE

POPULATION



947,500

TYPICAL EMPLOYMENT STATUS

Working full time / Working part time /
Currently looking for employment

TYPICAL HOUSEHOLD STATUS

Live with parent(s) / Live with partner / Live
with partner (and children)



MUSIC SUMMARY

Music isn't essential for this segment, but it provides a backing track while they're on the go looking for a trendy new outfit or out with their few close friends on the weekends. They'll get around to listening to whatever's mainstream but they won't be the first to arrive on the fresh music scene. They're likely to still have those CDs lying around from when they were growing up in the 90s and 00s and will gladly head down nostalgia lane. When they feel like something more current, it'll be Top 40 or something inevitably pop. They're most likely to hear new music when it's played on their favourite TV show or shared by other fans on social media.

AUDIENCE SUMMARY

These ladies are naturally introverted but can be pulled out of their shells by people who've made it into their comfort zone. They're into soul-feeding activities such as traveling, helping others and honing their domestic crafts but if they're feeling sassy they'll happily partake in some club dance floor action. Music isn't essential, but it provides a backing track while they're on the go looking for a trendy new outfit or out with their few close friends on the weekends. They'll get around to listening to whatever's mainstream but they won't be the first to arrive on the fresh music scene. They're most likely to hear new music when it's played on their favourite TV show or shared by other fans on social media.

THE SOUNDTRACK

GENRES

POP / TOP 40
REGGAETON
REGGAE / SKA
'90S MUSIC
'00S MUSIC

MOODS

UPBEAT
EXCITING
HAPPY
PASSIONATE
EXPRESSIVE
FUN

HOBBIES



GOING OUT SHOPPING



DANCING / CLUBBING



FASHION / CLOTHES



GOING TO THE CINEMA



COOKING FOOD / BAKING



STREAMING TV SERIES / BOXSETS

PERSONALITY

SARCASTIC | IRONIC | INSECURE | GENEROUS | QUIET |
EMOTIONAL | LOYAL | SENSITIVE

PRIORITIES

BEING SELF-RELIANT | HAVING JUST A FEW CLOSE FRIENDS | MAKING TIME FOR OTHERS | TAKING TIME TO RELAX | HAVING A FULFILLING RELATIONSHIP | TRYING NOT TO GET TOO STRESSED OUT

TOP PASSIONS



TRAVELLING



CINEMA / MOVIES



SOCIAL NETWORKING



FOOD & DRINK



MUSIC

ARTISTS

JAMES BLUNT
ALEJANDRO SANZ
REIK
MAROON 5
ALEJANDRO FERNANDEZ
ALICIA KEYS
BLACK EYED PEAS
CAMILA
KATY PERRY
MIRANDA!
MARC ANTHONY
BEYONCE

MUSIC DISCOVERY



ADVERTS IN NEWSPAPERS / MAGAZINES



MUSIC PLAYED IN THE BACKGROUND OF NON-MUSIC ADVERTS



MUSIC PLAYED IN CLUBS / BARS

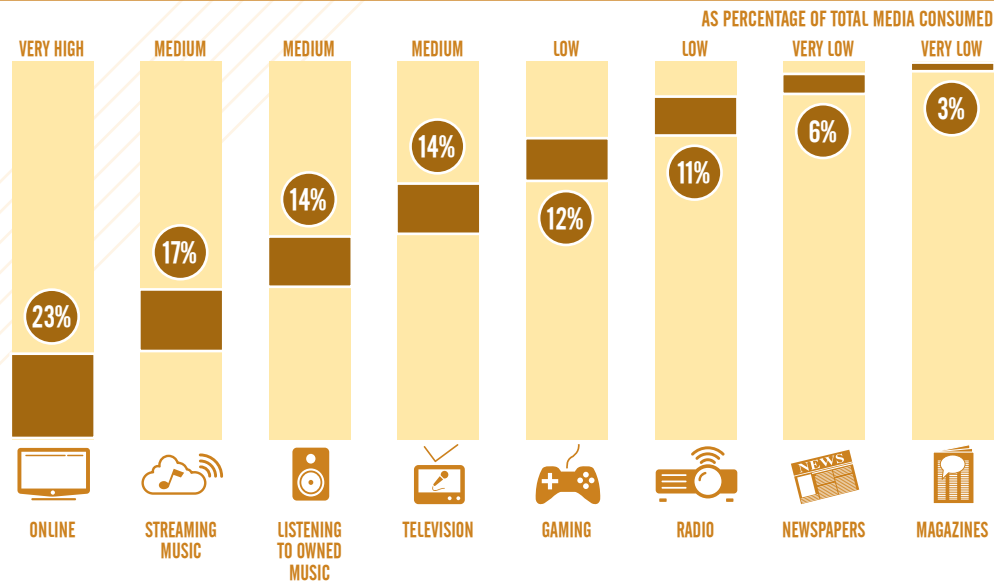


MENTIONS ONLINE / ON SOCIAL MEDIA BY OTHER FANS



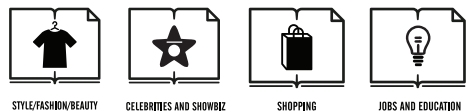
MUSIC PLAYED IN THE BACKGROUND OF TV SHOWS / FILMS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



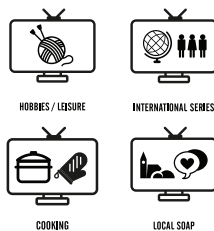
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



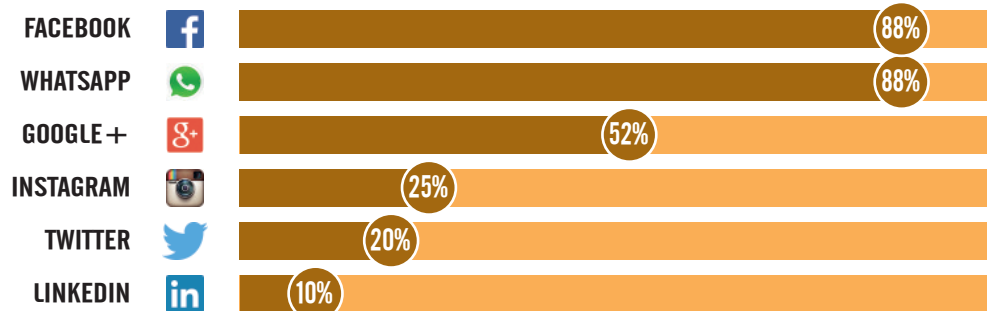
ENGAGEMENT PRINCIPLES



Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

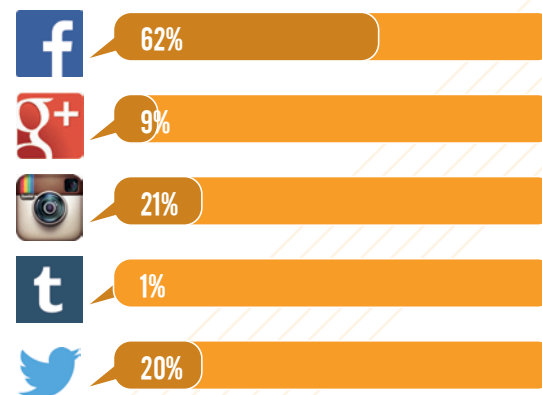
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **27%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH MAKE-UP TUTORIALS

WATCH FASHION LOOKBOOKS

WATCH "OFFICIAL" MUSIC VIDEOS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

94%



FACEBOOK

88%



CUEVANA.TV

22%

MUSIC STREAMING



TOP SERVICES USED IN THE LAST 12 MONTHS



25%



7%



5%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

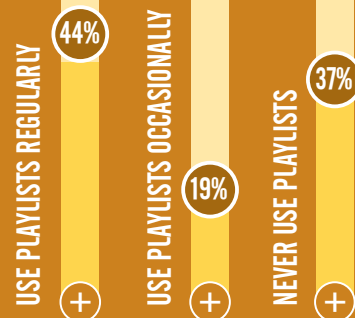
		AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	61%	103	172
DIGITAL ALBUMS	22%	87	67
DIGITAL SINGLES	13%	181	105
VINYL RECORDS	18%	14	33
CONCERT / FESTIVAL TICKETS	41%	365	295
ARTIST MERCHANDISE	33%	61	48
MOBILE MUSIC APPS	37%	41	51

FREE

DIGITAL ALBUMS	70%
DIGITAL SINGLES	72%

AVERAGE SPEND

PLAYLISTS



MOBILE USAGE

MOBILE DEVICE USERS

99%

MOBILE DEVICE OS USED

 **64%**

 **10%**

OTHER **39%**

BRANDS

L'ORÉAL

PRÛNE

MAC



falabella.



NESCAFÉ



FRÁVEGA



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

35%



MUSIMUNDO.COM

22%



CLARO MUSICA

17%



ARTIST'S OWN OFFICIAL WEBSITE

10%



PERSONAL MUSICA

10%



YENNY - EL ATENED

10%

SEGMENT 23 CASUALS

SEGMENTNAME

AGE 35-49

GENDER



0%
MALE



100%
FEMALE

POPULATION



947,500

TYPICAL EMPLOYMENT STATUS

Working full time / Working part time /
Currently looking for employment

TYPICAL HOUSEHOLD STATUS

Live with parent(s) / Live with partner / Live
with partner (and children)

MUSIC SUMMARY

These men are busy with career and family and what little spare time they have they save for a number of priorities other than music. They're heavily into sports and getting back to nature, but music-wise they haven't moved on much from what they listened to when growing up in the 80s and 90s. Any new music tips come from sports venues, music videos on TV and songs in the background of captivating films. They're happy listening to recommendations or artists within their comfort zone, but their souls aren't stirred by seeking out new music. They devote precious attention to a track that takes them back to their youth, the rebellious days of heavy metal head banging and wailing guitar solos.

AUDIENCE SUMMARY

These men are busy with career and family and what little spare time they have they save for a number of priorities other than music. They're heavily into sports and getting back to nature, but music-wise they haven't moved on much from what they listened to when growing up in the 80s and 90s. Any new music tips come from sports venues, music videos on TV and songs in the background of captivating films. They're happy listening to recommendations or artists within their comfort zone, but their souls aren't stirred by seeking out new music. You're more likely to find these guys unwinding from their hectic work schedules outdoors or in front of their television absorbing discussions between football pundits.

THE SOUNDTRACK

GENRES

CLASSIC ROCK
ALTERNATIVE ROCK
REGGAE / SKA
'80S MUSIC
'90S MUSIC

MOODS

ORIGINAL
AUTHENTIC
POWERFUL
EXCITING
INSPIRING
TRADITIONAL



ARTISTS

SCORPIONS
DIVIDIDOS
U2
CIRO Y LOS PERSAS
RED HOT CHILI PEPPERS
LOS FABULOSOS CADILLACS
LENNY KRAVITZ
BON JOVI
METALLICA
MIGUEL MATEOS
OASIS
SUMO

HOBBIES



WATCHING SPORTS
GAMES AT HOME



FOOTBALL



CARS /
MOTORCYCLES



FISHING



DAYS OUT WITH THE
KIDS



CAMPING

PERSONALITY

PRAGMATIC | GENTLE | DISCIPLINED | ADVENTUROUS |
HARDWORKING | CONSERVATIVE | HONEST | LOGICAL

PRIORITIES

HOW THEIR SPORTS TEAMS ARE DOING | KNOWING THEIR NEIGHBOURS WELL |
HAVING JUST A FEW CLOSE FRIENDS | ENJOYING NATURE | PROTECTING THEIR
KIDS FROM DANGER | LEARNING NEW THINGS

TOP PASSIONS



TRAVELLING



FOOTBALL



CINEMA / MOVIES



INTERNET



EXERCISING

MUSIC DISCOVERY



ADVERTS ON THE RADIO



MUSIC VIDEOS ON TV



RECOMMENDATION BY
FRIENDS / FAMILY

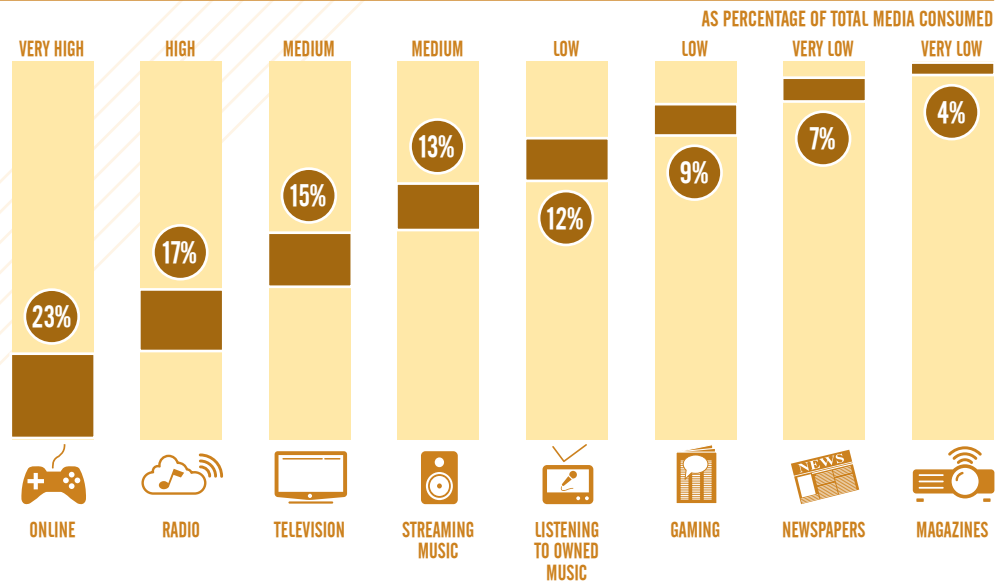


MUSIC PLAYED IN THE
BACKGROUND OF TV
SHOWS / FILMS



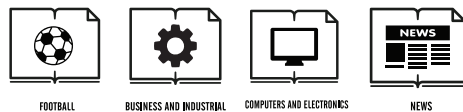
ADVERTS AT SPORTS
VENUES

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



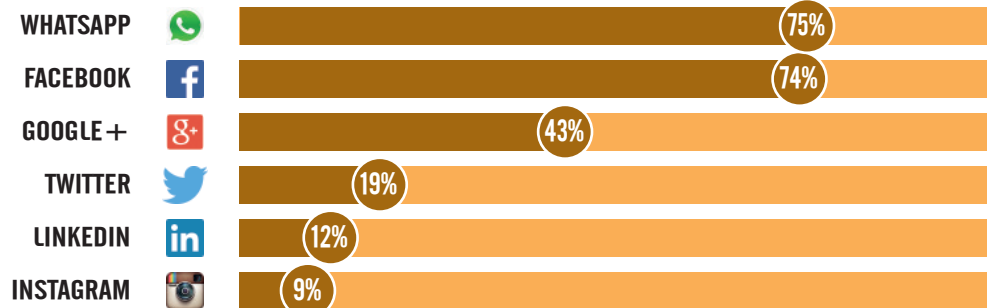
ENGAGEMENT PRINCIPLES



Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

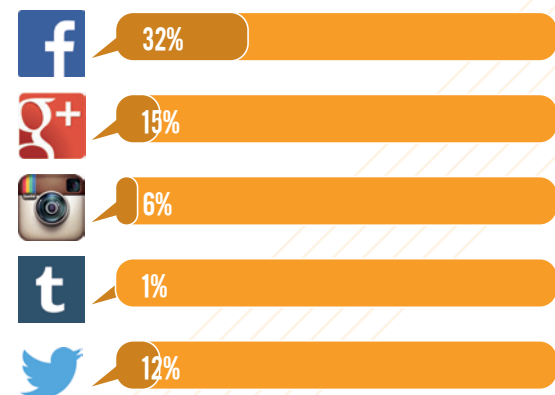
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **15%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH "OFFICIAL" MUSIC VIDEOS

LOOK AT THE "RECOMMENDED" VIDEOS

WATCH FUNNY VIDEOS / CLIPS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

92%



FACEBOOK

69%

vevo

VEVO

18%

MUSIC STREAMING

USE A PAID SERVICE **5%**

USE A FREE SERVICE **26%**

TOP SERVICES USED IN THE LAST 12 MONTHS



22%



6%



5%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	64%
DIGITAL ALBUMS	18%
DIGITAL SINGLES	10%
VINYL RECORDS	17%
CONCERT / FESTIVAL TICKETS	34%
ARTIST MERCHANDISE	21%
MOBILE MUSIC APPS	23%

FREE

DIGITAL ALBUMS	70%
DIGITAL SINGLES	70%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	174	172
DIGITAL ALBUMS	51	67
DIGITAL SINGLES	70	105
VINYL RECORDS	25	33
CONCERT / FESTIVAL TICKETS	241	295
ARTIST MERCHANDISE	26	48
MOBILE MUSIC APPS	19	51

PLAYLISTS

USE PLAYLISTS REGULARLY

37%

+

USE PLAYLISTS OCCASIONALLY

20%

+

NEVER USE PLAYLISTS

43%

+

BRANDS

KEVINGSTON



Gillette



★ **Heineken**



SONY

LA NACIÓN



NOKIA
Connecting People

RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

47%



MUSIMUNDO.COM

28%



YENNY - EL ATENED

16%



ITUNES

13%



CARREFOUR

12%



CLARO MUSICA

10%

SEGMENT 24 CASUALS

SEGMENTNAME

AGE 35-49

GENDER



POPULATION



TYPICAL EMPLOYMENT STATUS

Working full time / Working part time /
Currently looking for employment

TYPICAL HOUSEHOLD STATUS

Live with partner (and children)



MUSIC SUMMARY

This group of active women comes across new music played by their family at home, as well as through TV interviews and appearances and whatever is playing on the radio. They are your everyday, on-the-go superwomen, busy juggling families and careers, so time to enjoy music is scarce. For these busy ladies it's all about hits they know to help them de-stress and reconnect with their emotions. They don't have the time or energy to spend seeking out new artists so connect with trusted tunes they grew up with or whatever was playing in the charts before disco died. Occasionally they'll buy a digital album, but are more likely to pop a CD in and enjoy their music that way.

AUDIENCE SUMMARY

These ladies are your everyday, on-the-go women, busy juggling families and careers, so time to enjoy music is scarce. For these busy ladies it's all about hits they know to help them de-stress and reconnect with their emotions. They spend precious spare hours on their proud gardens and researching how-does-she-do-it recipes for the next family gathering. They don't have the time or energy to spend seeking out new artists so connect with trusted tunes they grew up with or whatever was playing in the charts before disco died. New music comes to them from TV appearances or music played in shops. Occasionally they'll buy a digital album, but are more likely to pop a CD in and enjoy their music that way.

THE SOUNDTRACK

GENRES

POP
DISCO
SINGER SONGWRITER
SOUL
'80S MUSIC
'90S MUSIC

MOODS

MELANCHOLY
PASSIONATE
UPBEAT
ROMANTIC
DANCEY
SOULFUL

HOBBIES



DAYS OUT WITH THE KIDS



GOING OUT SHOPPING



WALKS / HIKING



FASHION / CLOTHES



EATING OUT AT RESTAURANTS



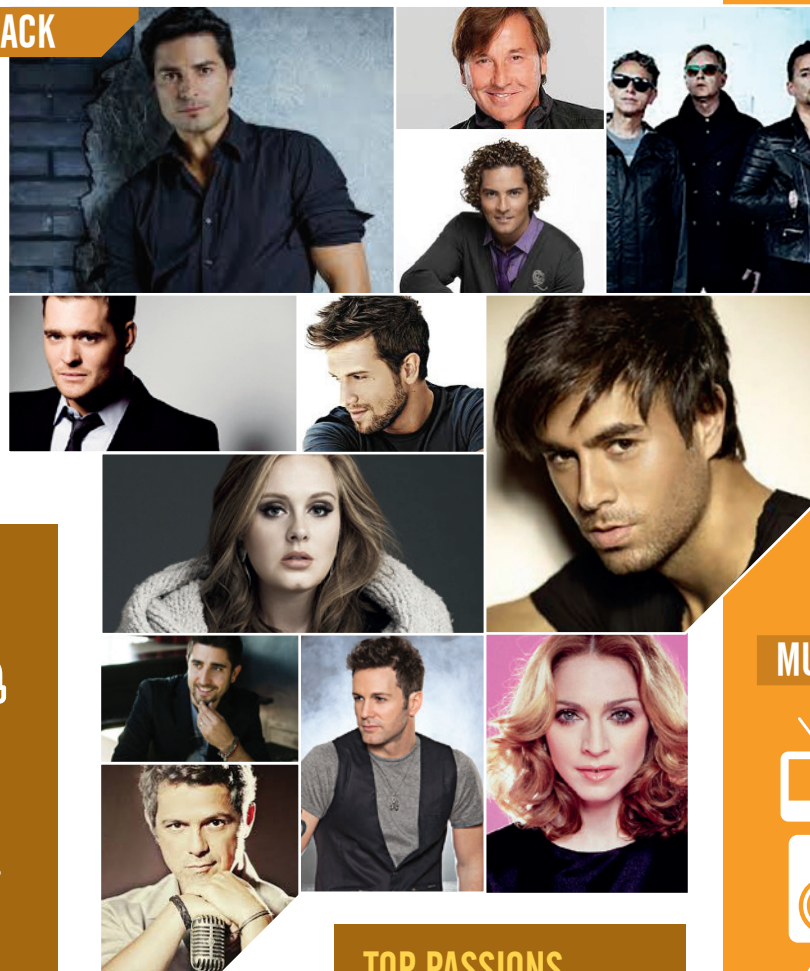
GARDENING / LANDSCAPING

PERSONALITY

ORGANIZED | CAUTIOUS | GENEROUS | STRESSED OUT | HEALTH
CONSCIOUS | SENSITIVE | CARING | QUIET

PRIORITIES

HAVING A FULFILLING RELATIONSHIP | BEING HEALTHY | ENJOYING NATURE |
SPENDING TIME WITH THEIR FAMILY | HAVING A GOOD WORK / LIFE BALANCE |
TAKING TIME TO RELAX



ARTISTS

CHAYANNE
PABLO ALBORAN
DEPECHE MODE
RICARDO MONTANER
DAVID BISBAL
MICHAEL BUBLE
ALEX UBAGO
ENRIQUE IGLESIAS
ADELE
AXEL
MADONNA
ALEJANDRO SANZ

TOP PASSIONS



TRAVELLING



CINEMA / MOVIES



BOOKS



ARTS & CRAFTS



DIY / HOME
IMPROVEMENT

MUSIC DISCOVERY



INTERVIEWS AND
APPEARANCES ON TV



HEARING MUSIC THAT IS
PLAYED AT HOME WITH
YOUR FAMILY



MUSIC PLAYED ON THE
RADIO

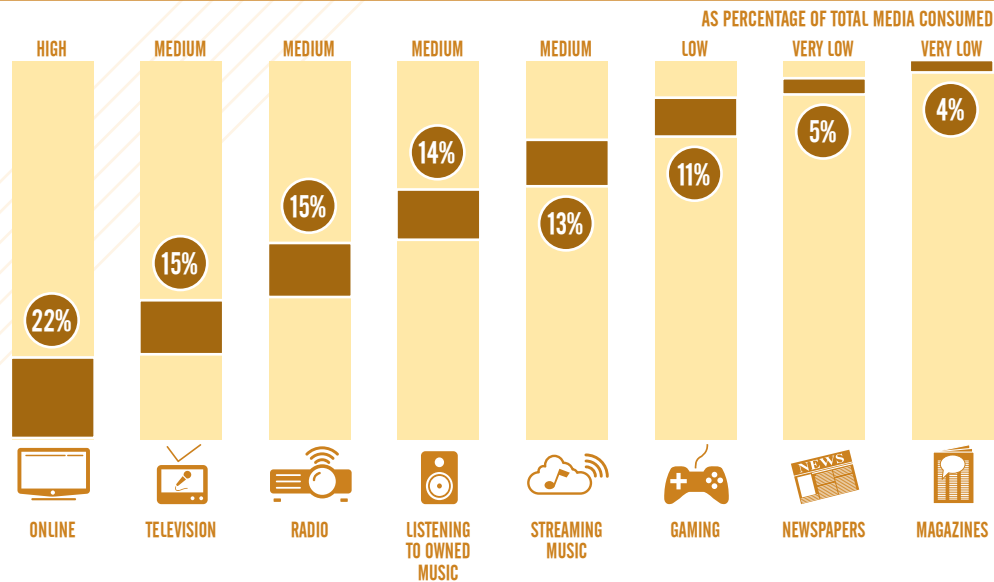


MUSIC PLAYED IN SHOPS



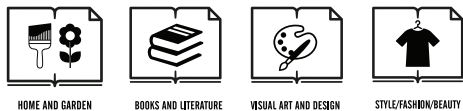
INTERVIEWS IN
MAGAZINES /
NEWSPAPERS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



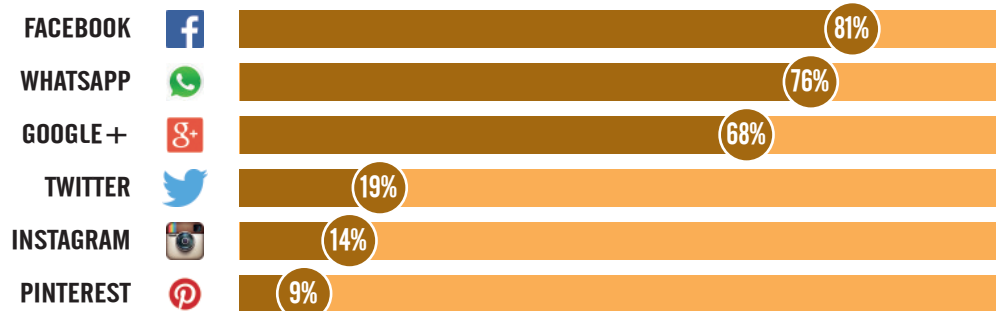
ENGAGEMENT PRINCIPLES



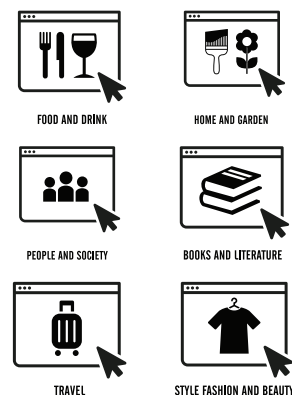
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

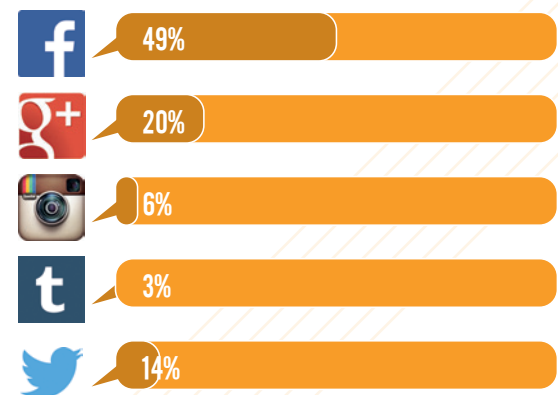
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **22%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH FASHION LOOKBOOKS

WATCH FULL TV PROGRAMMES OR FILMS

WATCH LYRIC VIDEOS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

88%



FACEBOOK

84%



VEVO

20%

MUSIC STREAMING

USE A PAID SERVICE **4%**

USE A FREE SERVICE **19%**

TOP SERVICES USED IN THE LAST 12 MONTHS



14%



6%



4%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	55%
DIGITAL ALBUMS	12%
DIGITAL SINGLES	13%
VINYL RECORDS	15%
CONCERT / FESTIVAL TICKETS	30%
ARTIST MERCHANDISE	26%
MOBILE MUSIC APPS	36%

FREE

DIGITAL ALBUMS	54%
DIGITAL SINGLES	66%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	205	172
DIGITAL ALBUMS	87	67
DIGITAL SINGLES	113	105
VINYL RECORDS	14	33
CONCERT / FESTIVAL TICKETS	228	295
ARTIST MERCHANDISE	42	48
MOBILE MUSIC APPS	72	51

PLAYLISTS

USE PLAYLISTS REGULARLY

31%

+

USE PLAYLISTS OCCASIONALLY

21%

+

NEVER USE PLAYLISTS

48%

+

BRANDS



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

31%



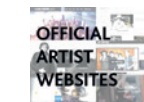
MOVISTAR MUSICA

16%



MUSIMUNDO.COM

28%



ARTIST'S OWN OFFICIAL WEBSITE

12%



PERSONAL MUSICA

17%



CLARO MUSICA

11%

SEGMENT 25 CASUALS

SEGMENTNAME

AGE

50+

GENDER



51%
MALE



49%
FEMALE

POPULATION



2,212,000

TYPICAL EMPLOYMENT STATUS

Working full time / Retired

TYPICAL HOUSEHOLD STATUS

Live with partner (and children)

MUSIC SUMMARY

Though not overly fussed, this segment likes their music traditional and disciplined, finding contentment in the oldies of the 60s and 70s and country or blues tunes. They're far from the days of determination to be first on the scene of a new music movement. For this segment, music is nostalgia, transporting them back to a time when things were simple and they were carefree. Music for them has to be dependable, whipping up memories of parties and gigs they attended years ago. They will not likely be seeking out new music or trudging through the mud in their rain boots at festivals, it's too loud there anyway. They'll listen to what they know, catch a live show on television and passively absorb music played on the radio.

AUDIENCE SUMMARY

This segment have been kept busy with families and careers until now, it's time to sit back and reflect on where life has taken them. They have grown into respect for tradition and order, and now place politics on a pedestal. This segment is far from the days of determination to be first on the scene of a new music movement. For them, music is nostalgia, transporting them back to a time when things were simple and they were carefree. They will not likely be seeking out new music or trudging through the mud in their rain boots at festivals, it's too loud there anyway. They'll listen to what they know, catch a live show on television and passively absorb music played on the radio.

THE SOUNDTRACK

GENRES

OLDIES / ROCK & ROLL
CLASSICAL & OPERA
COUNTRY
BLUES
'70S MUSIC
'60S MUSIC

MOODS

SMOOTH
GRACEFUL
TRADITIONAL
ROMANTIC
EMOTIONAL
CALM

HOBBIES



DIY / HOME
RENOVATION



GOING TO THE
SEASIDE / COAST



WATCHING MOVIES
AT HOME



COOKING FOOD /
BAKING



EATING OUT AT
RESTAURANTS



VACATIONING

PERSONALITY

CONSIDERATE | HEALTH CONSCIOUS | SOCIABLE | CAUTIOUS |
LOGICAL | LOYAL | ETHICAL | SELF RELIANT

PRIORITIES

RESPECTING TRADITION | STAYING IN TOUCH WITH LOCAL NEWS | COMING TO
TERMS WITH OLD AGE | RESPECTING LAW & ORDER | BEING HEALTHY | BEING
FINANCIALLY INDEPENDENT

TOP PASSIONS



TRAVELLING



BOOKS



TELEVISION



POLITICS & CURRENT
AFFAIRS



ARTS & CRAFTS

ARTISTS

SANTANA
BARBRA STREISAND
SIMON & GARFUNKEL
ADRIANA VARELA
SERRAT
IL DIVO
QUEEN
JUAN LUIS GUERRA
MERCEDES SOSA
VICENTICO
LOS NOCHEROS
SABINA

MUSIC DISCOVERY



INTERVIEWS / LIVE
PERFORMANCES ON TV



APPEARANCES ON TV
TALENT SHOWS



HEARING MUSIC THAT IS
PLAYED AT HOME WITH
YOUR FAMILY

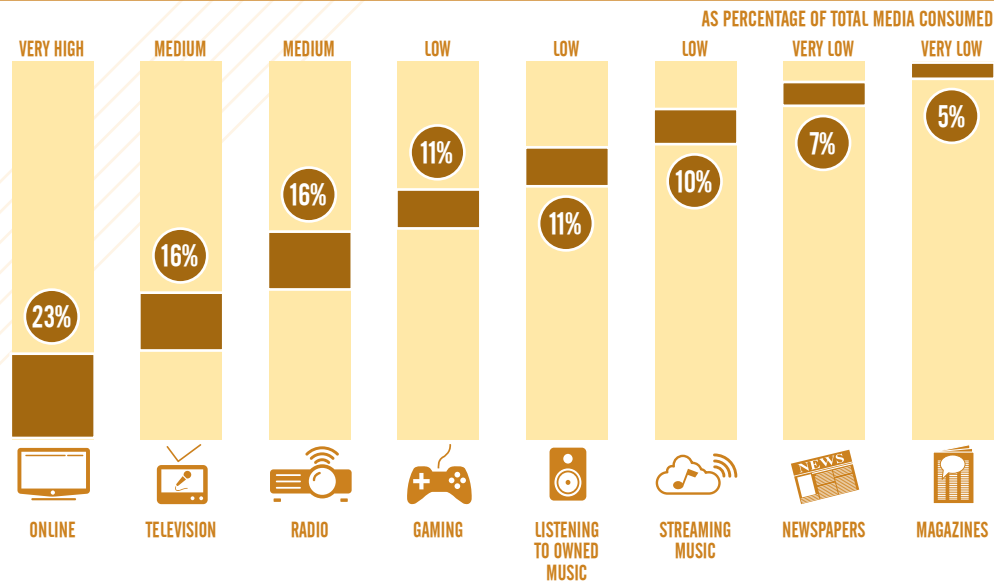


MUSIC PLAYED IN THE
BACKGROUND OF TV
SHOWS / FILMS



MUSIC PLAYED ON THE
RADIO

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



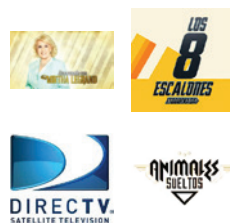
RADIO STATIONS



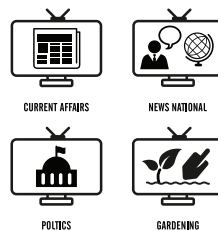
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



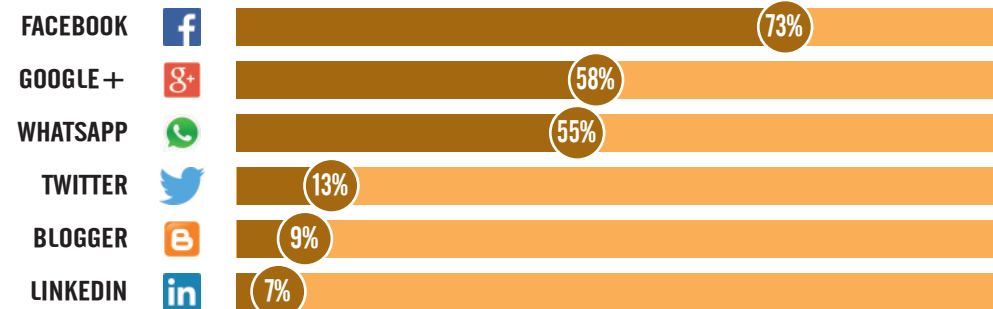
ENGAGEMENT PRINCIPLES



Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

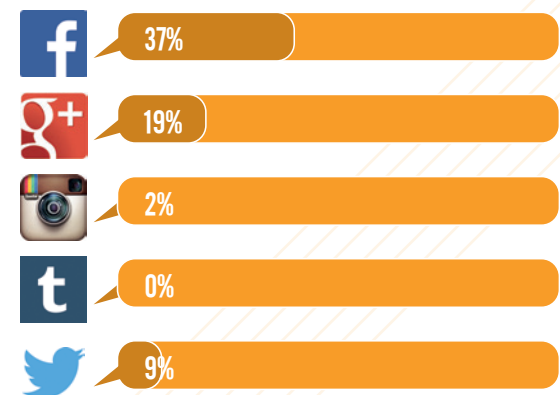
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **12%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

USE THE YOUTUBE SIDEBAR TO DISCOVER NEW VIDEOS

WATCH FUNNY VIDEOS / CLIPS

WATCH "ARCHIVE" MUSIC FOOTAGE

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

76%



FACEBOOK

73%



CUEVANA.TV

9%

MUSIC STREAMING

USE A PAID SERVICE **1%**

USE A FREE SERVICE **10%**

TOP SERVICES USED IN THE LAST 12 MONTHS



10%



4%



3%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	60%
DIGITAL ALBUMS	11%
DIGITAL SINGLES	9%
VINYL RECORDS	17%
CONCERT / FESTIVAL TICKETS	24%
ARTIST MERCHANDISE	14%
MOBILE MUSIC APPS	24%

FREE

DIGITAL ALBUMS	44%
DIGITAL SINGLES	52%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	171	172
DIGITAL ALBUMS	50	67
DIGITAL SINGLES	80	105
VINYL RECORDS	14	33
CONCERT / FESTIVAL TICKETS	175	295
ARTIST MERCHANDISE	9	48
MOBILE MUSIC APPS	22	51

PLAYLISTS

USE PLAYLISTS REGULARLY

20%

USE PLAYLISTS OCCASIONALLY

19%

NEVER USE PLAYLISTS

61%

MOBILE USAGE

MOBILE DEVICE USERS

90%

MOBILE DEVICE OS USED



47%



2%

OTHER **46%**

BRANDS



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

37%



MUSIMUNDO.COM

29%



YENNY - EL ATENED

14%



MOVISTAR MUSICA

10%



ITUNES

8%



PERSONAL MUSICA

8%

INDIFFERENTS

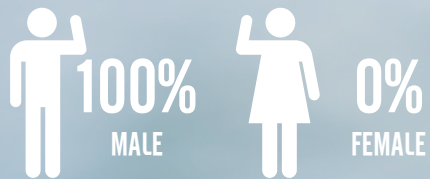


SEGMENT 26 INDIFFERENTS

SEGMENTNAME

AGE 30-44

GENDER



POPULATION



1,449,400

TYPICAL EMPLOYMENT STATUS

Working full time

TYPICAL HOUSEHOLD STATUS

Live with partner (and children)



MUSIC SUMMARY

This group of men have more time for family and sports than music, though they might dust off an old CD when friends come around for dinner. They don't pay much attention to music, preferring to be stimulated by film and television or read about classic cars and motorcycles. They perk up when they hear rock and electro songs or the tracks they grew up with in the 80s and 90s, but don't seek it out. They're more likely to have kids who are clued up on what's current and drop in a suggestion for their old man here and there. Though only a few new artists will resonate and get a click from them online, they prefer to stick to what they know.

AUDIENCE SUMMARY

This segment have been kept busy with families and careers until now, it's time to sit back and reflect on where life has taken them. They have grown into respect for tradition and order, and now place politics on a pedestal. This segment is far from the days of determination to be first on the scene of a new music movement. For them, music is nostalgia, transporting them back to a time when things were simple and they were carefree. They will not likely be seeking out new music or trudging through the mud in their rain boots at festivals, it's too loud there anyway. They'll listen to what they know, catch a live show on television and passively absorb music played on the radio.

THE SOUNDTRACK

GENRES

ROCK
HEAVY METAL
'90S MUSIC
'80S MUSIC

MOODS

FUN
EXCITING
CATCHY
EXPRESSIVE
POWERFUL
NOSTALGIC

HOBBIES



FOOTBALL



WATCHING SPORTS
GAMES AT HOME



WATCHING TV



FISHING



CARS /
MOTORCYCLES



PLAYING SPORTS

PERSONALITY

TRADITIONAL | CONSERVATIVE | HARDWORKING | PATRIOTIC |
TECH SAVVY | SHY | HONEST | GRUMPY

PRIORITIES

SAVING MONEY | SPENDING TIME WITH THEIR FAMILY | ALWAYS BEING
HONEST | RESPECTING LAW & ORDER | GETTING AHEAD IN THEIR CAREER |
BEING FINANCIALLY INDEPENDENT

TOP PASSIONS



INTERNET



CINEMA / MOVIES



FOOTBALL



EXERCISING



TELEVISION

ARTISTS

AC/DC
LA RENZA
ATTAQUE 77
SCORPIONS
U2
AEROSMITH
QUEEN
LOS FABULOSOS CADILLACS
SODA STEREO
DEPECHE MODE
BON JOVI
DIVIDIDOS

MUSIC DISCOVERY



MUSIC PLAYED ON THE
RADIO



MUSIC VIDEOS ON TV



ADVERTS ON TV

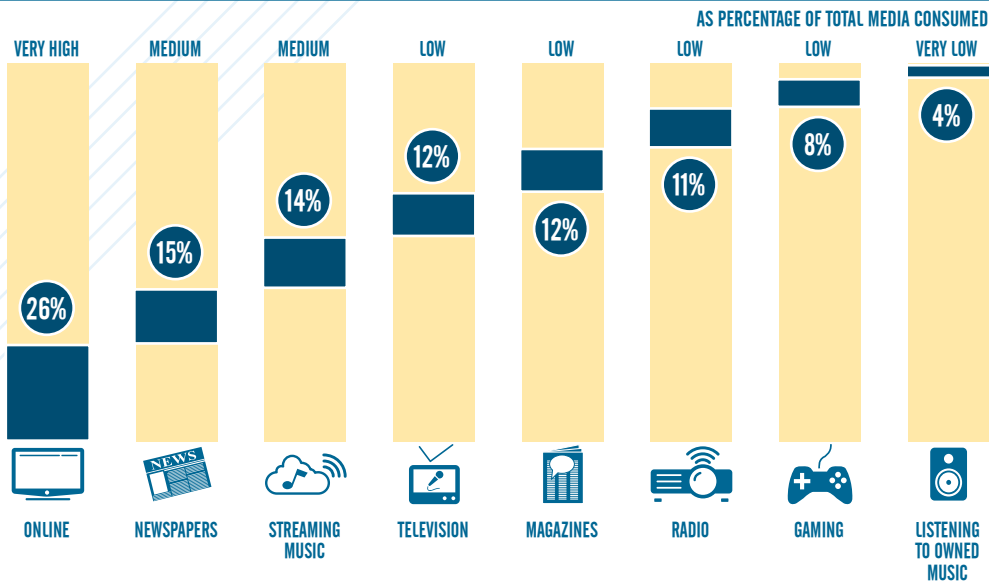


ADVERTS ONLINE



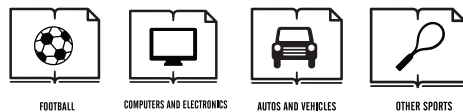
ADVERTS ON THE RADIO

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



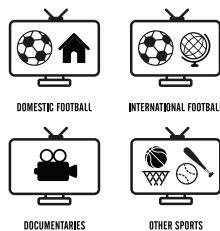
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



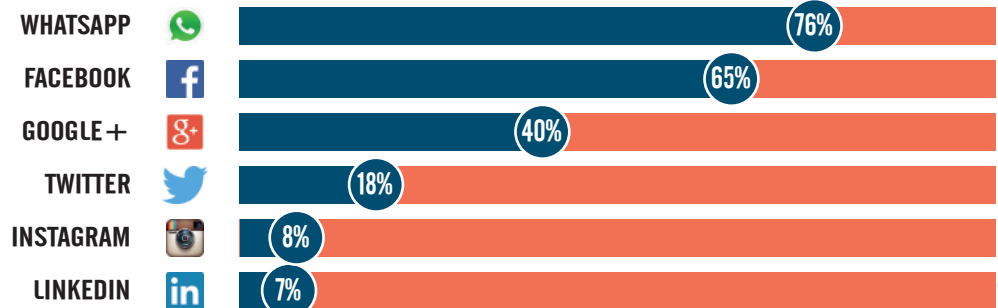
ENGAGEMENT PRINCIPLES



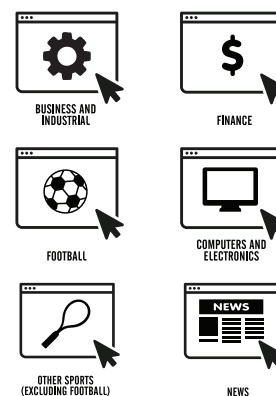
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

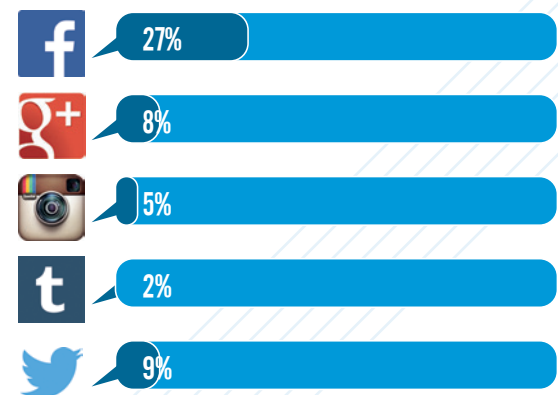
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **16%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH FUNNY VIDEOS / CLIPS

LOOK AT THE "RECOMMENDED" VIDEOS

WATCH FULL TV PROGRAMMES OR FILMS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

84%



FACEBOOK

58%



VEVO

14%

MUSIC STREAMING

USE A PAID SERVICE **6%**

USE A FREE SERVICE **19%**

TOP SERVICES USED IN THE LAST 12 MONTHS



18%



3%



2%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	47%
DIGITAL ALBUMS	13%
DIGITAL SINGLES	8%
VINYL RECORDS	12%
CONCERT / FESTIVAL TICKETS	26%
ARTIST MERCHANDISE	14%
MOBILE MUSIC APPS	21%

FREE

DIGITAL ALBUMS	54%
DIGITAL SINGLES	53%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	96	172
DIGITAL ALBUMS	36	67
DIGITAL SINGLES	54	105
VINYL RECORDS	8	33
CONCERT / FESTIVAL TICKETS	165	295
ARTIST MERCHANDISE	22	48
MOBILE MUSIC APPS	21	51

PLAYLISTS

USE PLAYLISTS REGULARLY

29%

+

USE PLAYLISTS OCCASIONALLY

17%

+

NEVER USE PLAYLISTS

54%

+

BRANDS



KEVINGSTON

AXE



PHILIPS

Gillette



YPF



Microsoft

Banelco

RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

24%



MUSIMUNDO.COM

15%



CLARO MUSICA

8%



PERSONAL MUSICA

7%



CARREFOUR

6%



MOVISTAR MUSICA

6%

SEGMENT 27 INDIFFERENTS

SEGMENTNAME

AGE 30-44

GENDER



POPULATION



TYPICAL EMPLOYMENT STATUS

Working full time / Working part time /
Homemaker

TYPICAL HOUSEHOLD STATUS

Live with partner (and children)



MUSIC SUMMARY

These ladies are busy balancing their family life, careers and time for themselves, they don't have anything left for music. Music could be playing in the background while they do the chores and they wouldn't take any notice, unless it's too noisy or annoying in which case they'll switch it off. They prefer peace and quiet but if the musical mood strikes they prefer it to be dancey and happy, or something from their glory days, inevitably pop. They'll spend more energy on celebrity gossip and researching family travel destinations than seeking out new artists. This segment consumes music through recommendations by friends, and every once in a while switches on the radio to entertain the kids on the school run.

AUDIENCE SUMMARY

This busy segment of women are running around their families while balancing their careers and time for themselves, they don't have anything left for music. Music could be playing in the background while they do the chores and they wouldn't take any notice, unless it's too noisy or annoying in which case they'll switch it off. They prefer peace and quiet but if the musical mood strikes they would like it to be dancey and happy, or something from their glory days that will inevitably be pop. This segment passes the time on movies and shopping, baking for the neighbours and shuttling around the kids. She'll spend more energy on celebrity gossip and researching family travel destinations than seeking out new artists.

THE SOUNDTRACK

GENRES

POP
DISCO
'90S MUSIC
'80S MUSIC

MOODS

DANCEY
ROMANTIC
HAPPY
CATCHY
FUN
RELAXING

HOBBIES



DAYS OUT WITH THE KIDS



GOING OUT SHOPPING



READING BOOKS



VACATIONING



BEING OUTDOORS



COOKING FOOD / BAKING

PERSONALITY

GENEROUS | TRADITIONAL | QUIET | ORGANIZED | SENSITIVE |
STRESSED OUT | LOYAL | CHEERFUL

PRIORITIES

PROTECTING THEIR KIDS FROM DANGER | SPENDING TIME WITH THEIR FAMILY |
BEING AT PEACE WITH THEMSELVES | HAVING A GOOD WORK / LIFE BALANCE |
HAVING A FULFILLING RELATIONSHIP | TRYING NOT TO GET TOO STRESSED OUT

TOP PASSIONS



TRAVELLING



BOOKS



CINEMA / MOVIES



TELEVISION



FOOD & DRINK

ARTISTS

RICKY MARTIN
CHAYANNE
SHAKIRA
BON JOVI
FRANCO DE VITA
LA OREJA DE VAN GOGH
ROMEO SANTOS
DAVID BISBAL
AEROSMITH
DIEGO TORRES
LUIS FONSI
ROBBIE WILLIAMS

MUSIC DISCOVERY

MUSIC PLAYED ON THE RADIO

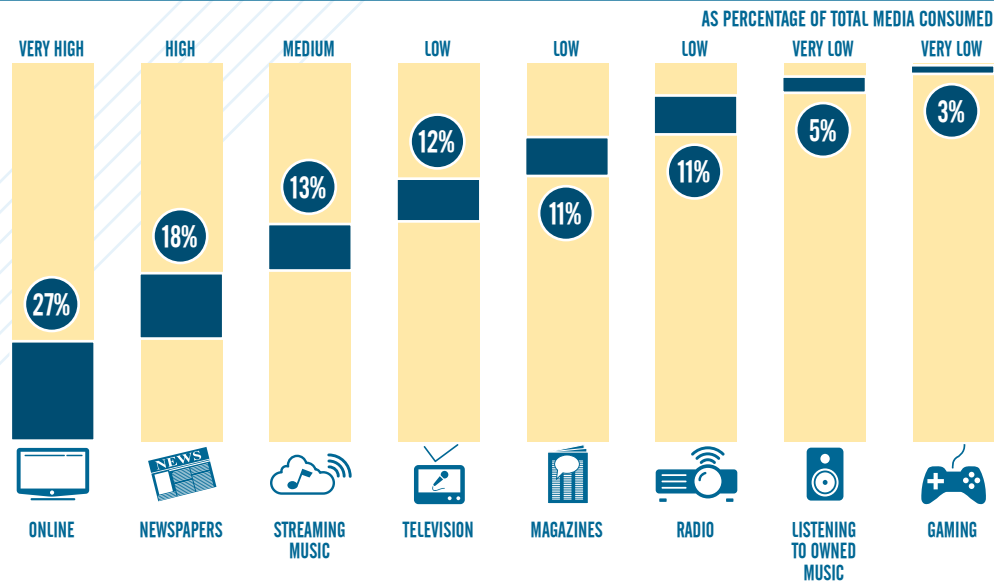
HEARING MUSIC THAT IS PLAYED AT HOME WITH YOUR FAMILY

RECOMMENDATION BY FRIENDS / FAMILY

INTERVIEWS AND APPEARANCES ON TV

APPEARANCES ON TV TALENT SHOWS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



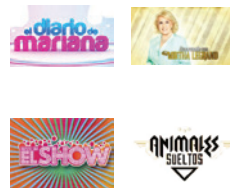
RADIO STATIONS



TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



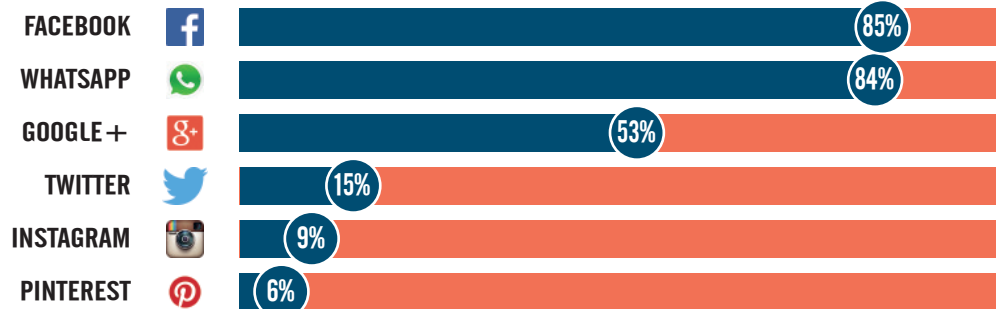
ENGAGEMENT PRINCIPLES



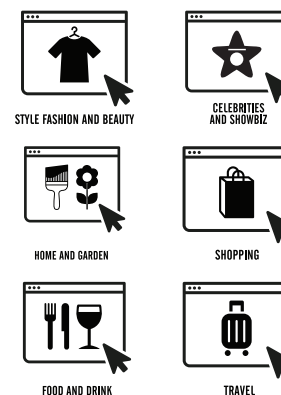
Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

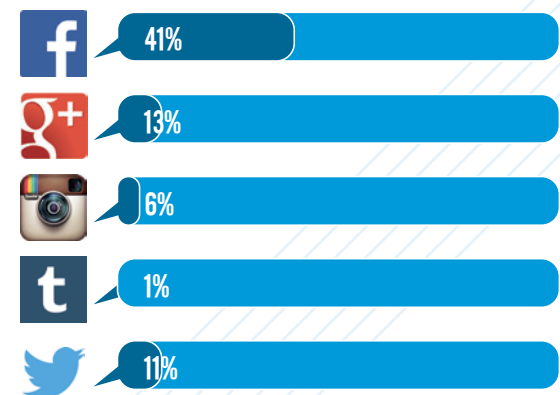
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE

 **16%** USE YOUTUBE TO LISTEN TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH FUNNY VIDEOS / CLIPS

USE THE YOUTUBE SIDEBAR TO DISCOVER NEW VIDEOS

WATCH LYRIC VIDEOS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

86%



FACEBOOK

78%



VEVO

11%

MUSIC STREAMING

USE A PAID SERVICE **3%**

USE A FREE SERVICE **17%**

TOP SERVICES USED IN THE LAST 12 MONTHS



14%



3%



2%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	59%
DIGITAL ALBUMS	7%
DIGITAL SINGLES	6%
VINYL RECORDS	9%
CONCERT / FESTIVAL TICKETS	18%
ARTIST MERCHANDISE	9%
MOBILE MUSIC APPS	22%

FREE

DIGITAL ALBUMS	57%
DIGITAL SINGLES	63%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	95	172
DIGITAL ALBUMS	41	67
DIGITAL SINGLES	76	105
VINYL RECORDS	18	33
CONCERT / FESTIVAL TICKETS	164	295
ARTIST MERCHANDISE	12	48
MOBILE MUSIC APPS	45	51

PLAYLISTS

USE PLAYLISTS REGULARLY

25%

+

USE PLAYLISTS OCCASIONALLY

16%

+

NEVER USE PLAYLISTS

58%

+

BRANDS



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

27%



ARTIST'S OWN OFFICIAL WEBSITE

8%



YENNY - EL ATENEO

14%



CLARO MUSICA

7%



MUSIMUNDO.COM

13%



PERSONAL MUSICA

7%

SEGMENT 28 INDIFFERENTS

SEGMENTNAME

AGE 45+

GENDER



48%
MALE



52%
FEMALE

POPULATION



4,464,900

TYPICAL EMPLOYMENT STATUS

Working full time / Working part time /
Retired

TYPICAL HOUSEHOLD STATUS

Live with partner (and children) / Live with
partner (children left home)



MUSIC SUMMARY

Familiar and relaxing is what's the ticket for these golden oldies. They are utterly at peace in the quiet but if there must be music then make it something honest and traditional. They like their music faithfully old and unchanged, favoring classical and the oldies of the 60s and 70s. They will take recommendations from friends if the conversation turns to music and passively absorb what hear in films. The most exposure this group will get to new music is likely to be through live interviews on television or their children and grandchildren. They spend very little on music but will dip into their pockets for a classic album that takes them down memory lane or turn on the radio once in a while.

AUDIENCE SUMMARY

Familiar and relaxing is what's the ticket for these golden oldies. They spend their time with family, at church or heading outdoors to do the gardening. They are utterly at peace in the quiet but if there must be music then make it something honest and traditional. They like their music faithfully old and unchanged, favoring classical and the oldies of the 60s and 70s. They don't really care if you like the music they like. The most exposure this group will get to new music is likely to be through live interviews on television or their children and grandchildren. They spend very little on music but will dip into their pockets for a classic album that takes them down memory lane.

THE SOUNDTRACK

GENRES

EASY-LISTENING
CLASSICAL & OPERA
SINGER SONGWRITER
HOLIDAY / CHRISTMAS
'70S MUSIC
'60S MUSIC

MOODS

TRADITIONAL
TIMELESS
DELICATE
GRACEFUL
MELLOW
LAID-BACK

HOBBIES



GARDENING /
LANDSCAPING



WATCHING TV



GOING TO THE
SEASIDE / COAST



BEING OUTDOORS



READING BOOKS



DIY / HOME
RENOVATION

PERSONALITY

PRAGMATIC | TRADITIONAL | PATRIOTIC | SOCIALLY CONSCIOUS |
HARDWORKING | CONSERVATIVE | HONEST | INDEPENDENT

PRIORITIES

STAYING IN TOUCH WITH LOCAL NEWS | WORSHIPPING THEIR RELIGION | NOT
HAVING UNREALISTIC EXPECTATIONS OF LIFE | BEING PROUD OF THEIR
COUNTRY | ENJOYING NATURE | RESPECTING LAW & ORDER

TOP PASSIONS



TELEVISION



INTERNET



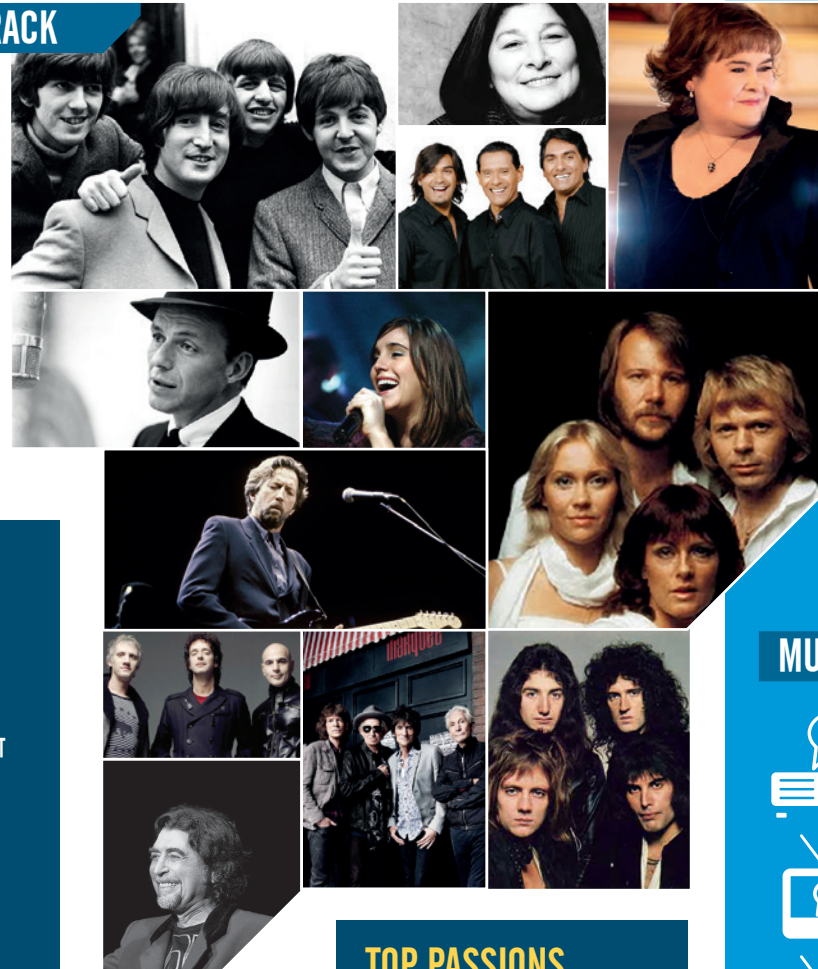
CINEMA / MOVIES



BOOKS



TRAVELLING



ARTISTS

THE BEATLES
MERCEDES SOSA
SUSAN BOYLE
LOS NOCHEROS
FRANK SINATRA
ABBA
SOLEDAD
SODA STEREO
ERIC CLAPTON
QUEEN
SABINA
THE ROLLING STONES

MUSIC DISCOVERY



MUSIC PLAYED ON THE
RADIO



INTERVIEWS / LIVE
PERFORMANCES ON TV



MUSIC PLAYED IN THE
BACKGROUND OF TV
SHOWS / FILMS

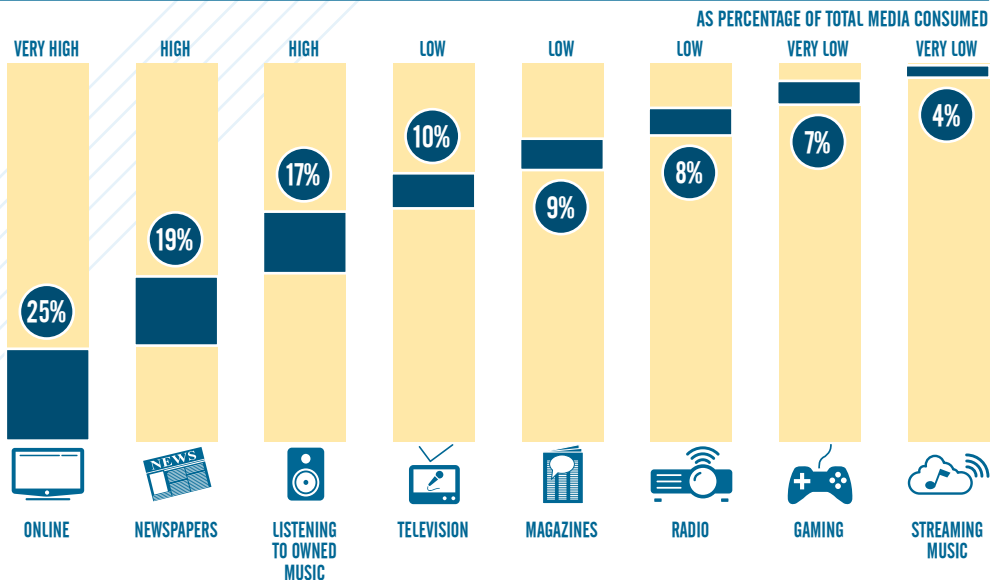


HEARING MUSIC THAT IS
PLAYED AT HOME WITH
YOUR FAMILY



APPEARANCES ON TV
TALENT SHOWS

DAILY MEDIA DIARY



MEDIA LANDSCAPE

PRESS



RADIO STATIONS



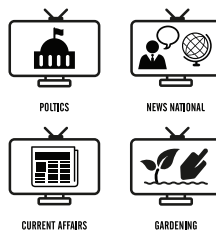
TV CHANNELS



TV SHOWS FOR MUSIC DISCOVERY



TV SHOW CATEGORIES



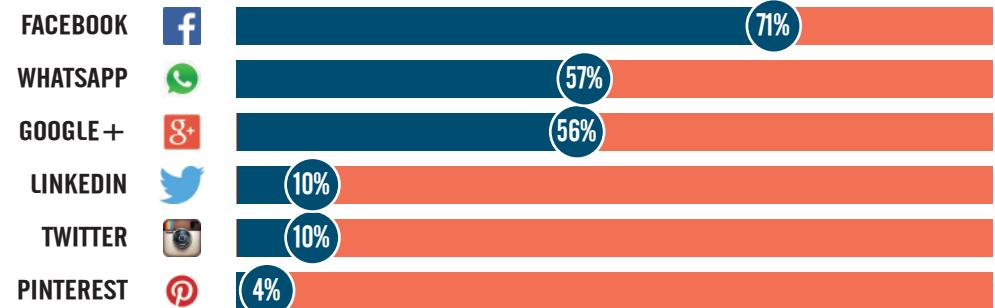
ENGAGEMENT PRINCIPLES



Please refer to the appendix for principle definitions. Each principle has a score ranging from a minimum of 1 (low) to a maximum of 9 (high).

ONLINE

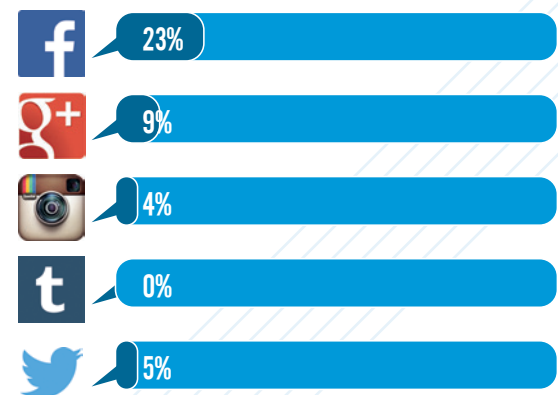
TOP SOCIAL MEDIA SERVICES (USED DAILY)



WEBSITE CATEGORIES



FOLLOW / LIKE ARTISTS ON SOCIAL MEDIA



YOUTUBE



5%

USE YOUTUBE TO LISTEN
TO MUSIC DAILY

TOP YOUTUBE ACTIVITIES

WATCH FULL TV PROGRAMMES OR FILMS

LOOK AT THE "RECOMMENDED" VIDEOS

WATCH FUNNY VIDEOS / CLIPS

VIDEO STREAMING

TOP SERVICES USED IN THE LAST MONTH



YOUTUBE

66%



FACEBOOK

56%



CUEVANA.TV

8%

MUSIC STREAMING

USE A PAID SERVICE 3%

USE A FREE SERVICE 11%

TOP SERVICES USED IN THE LAST 12 MONTHS



10%



1%



1%

MUSIC SPEND

PERCENTAGE WHO ACQUIRED ANY IN THE LAST YEAR

PAID

CD ALBUMS	50%
DIGITAL ALBUMS	8%
DIGITAL SINGLES	5%
VINYL RECORDS	9%
CONCERT / FESTIVAL TICKETS	19%
ARTIST MERCHANDISE	7%
MOBILE MUSIC APPS	16%

FREE

DIGITAL ALBUMS	57%
DIGITAL SINGLES	63%

AVERAGE SPEND

	AVERAGE SPEND PER PERSON (KR)	NATIONAL AVERAGE SPEND (KR)
CD ALBUMS	121	172
DIGITAL ALBUMS	14	67
DIGITAL SINGLES	38	105
VINYL RECORDS	12	33
CONCERT / FESTIVAL TICKETS	150	295
ARTIST MERCHANDISE	4	48
MOBILE MUSIC APPS	17	51

PLAYLISTS

USE PLAYLISTS REGULARLY

13%

USE PLAYLISTS OCCASIONALLY

14%

NEVER USE PLAYLISTS

73%

BRANDS



RETAILERS EXCLUDING STREAMING SERVICES



MUSIMUNDO

27%



MUSIMUNDO.COM

21%



YENNY - EL ATENED

11%



MOVISTAR MUSICA

7%



ARTIST'S OWN OFFICIAL WEBSITE

6%



ITUNES

6%